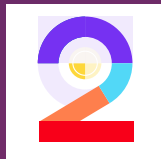
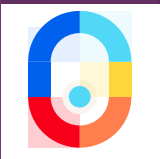




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Founded in 1961, LeadingAge New York represents more than 400 not-for-profit, public and mission-driven senior care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living, home care and community services providers which serve approximately 500,000 people across New York each year.



LeadingAge New York FINDS SOLUTIONS



Telling the Stories By James Clyne

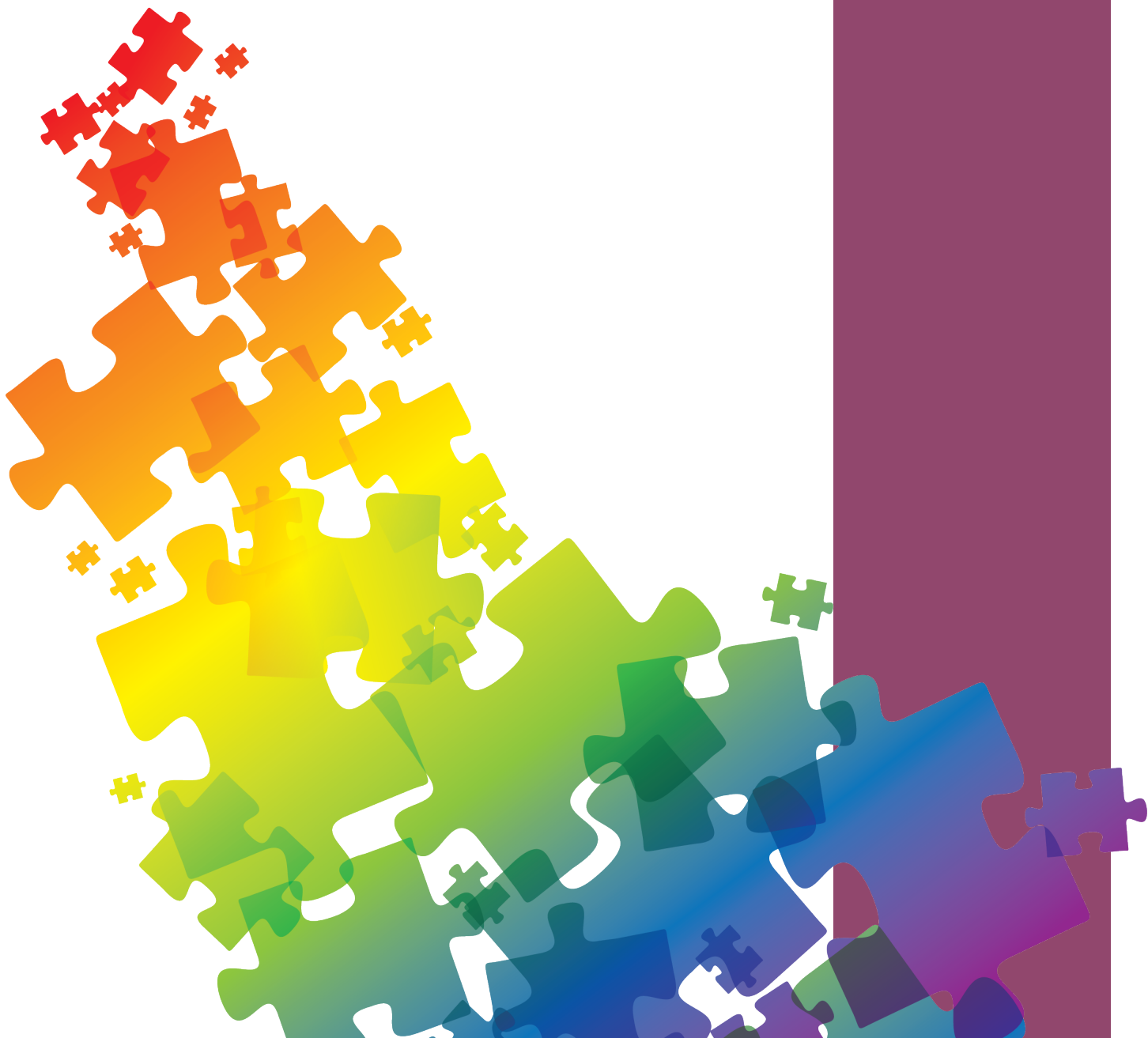
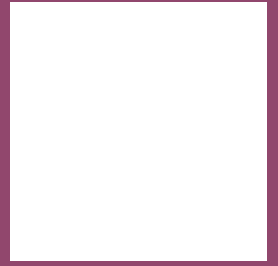
LeadingAge New York Adviser is produced to share members' stories of quality care, best practices and innovation while also providing helpful resources that can help solve problems. The past three years have certainly tested members in each of these three areas. You will notice that this publication has been produced just once or twice a year during this period in recognition of the pressures on members' abilities to contribute stories, realizing their focus is on more pressing issues.

Despite the serious issues members face in the wake of the pandemic and staffing shortage, LeadingAge New York mission-driven providers have provided exceptional care, have solved complex problems in innovative ways, have given more of themselves than ever before and have relied on non-competitive collaboration to support each other through this challenging time. We know that having the time to share stories may remain difficult for a time, but these stories need to be told.

We will continue to produce this publication annually as one channel to change the dialogue and mitigate the reputational damage the field has suffered over the past few years as well as educate lawmakers on important issues facing New York aging services providers.

I am proud to represent the most resilient, caring and fearless providers in the state. Thank you for the exceptional work you do every day. We remain committed to telling your story.

(continued)



One Door Closes, Another One Opens: Reflections on the 2022 Session and How to Prepare for Next Year

Summer 2022

By Diane Darbyshire, VP of Advocacy and Public Policy
Sarah Daly, Senior Government Relations Analyst

Saturday morning, June 4, 2022, marked the end to another busy and productive New York State Legislative Session. This was the third session conducted amidst the COVID-19 pandemic and while it did not come without its challenges and frustrations, the outcomes have been some of the more positive for our members we have seen in recent years.

As always, the 2022 Legislative Session kicked off with a heavy focus on the State’s Budget negotiations, which ran from January through March. The final agreed-upon 2022-23 Budget was the first in recent memory that provided an across-the-board increase of 1% to Medicaid rates instead of cuts. The final budget also restored a previously enacted 1.5% cut to the rates and provided funding for a variety of workforce initiatives such as health care worker bonuses, nursing home workforce funding and a \$3 minimum wage increase for home health care workers.

Among many other budgetary successes, we also secured a new \$1.6 billion, multi-year capital program for eligible health care facilities and programs, including nursing homes, home care, hospice and assisted living. This capital funding will be critical to our members that are looking to enhance their facilities and the services provided to older adults and individuals with disabilities. On the housing front, the final budget included a \$300 million, five-year investment in affordable housing targeted to low-income seniors.

As the Legislature transitioned its focus from budget work to legislative work, we had numerous goals to reach and battles to fight. LeadingAge NY tracked over 1,000 bills and deemed over 160 of those to be a “priority”, based on their potential impact or relevance to our membership. By the close of session, the Legislature had passed 1,007 pieces of legislation, with a significant flurry of activity in the last week of session alone. Although we saw a few bills we opposed pass the Legislature in the final days, we saw numerous bills we strongly support receive passage as well.

The following bills were **supported** by LeadingAge NY and were passed by both houses of the State Legislature. Over the coming months, these bills and many, many others will be delivered to the Governor for action before they become law.

Hospice in the Assisted Living Program: [A.8006 \(Gottfried\)/S.7626 \(Rivera\)](#) would allow Medicaid beneficiaries residing in Assisted Living Programs (ALPs) to access hospice services without having to transfer from the ALP. Current Medicaid regulations and payment policy prevent terminally ill ALP residents from accessing hospice services. As a result, residents are forced to leave their home in the ALP and transfer to a nursing home in their last few weeks of life.

PACE Expansion: [A.9542 \(Gottfried\)/S.8903 \(May\)](#) would allow for the expansion and better use of the Program of All Inclusive Care for the Elderly (PACE) by establishing a state PACE regulatory framework separate from other types of managed care. This legislation would streamline the state approval process and help clarify oversight procedures while the federal process would remain as it currently is. The bill would also help ensure transparency into the rate-setting process.

OMIG Audit and Review: [A.7889-A \(Gottfried\)/S.4486-A \(Harckham\)](#) would provide due process protections to health care providers and recipients in the medical assistance program when under scrutiny by the Office of the Medicaid Inspector General (OMIG). This legislation aims to codify into law appropriate procedures, practices and standards as it relates to payments—and overpayments with the OMIG. The bill also allows for technical defects or other minor errors to be corrected prior to any recovery being made by the inspector.

As we reflect on another Legislative Session come and gone, it is important that we take a moment to acknowledge our accomplishments, as well as our opportunities for proactive advocacy and legislative work down the line.

One Door Closes, Another One Opens: Reflections on the 2022 Session and How to Prepare for Next Year (Continued)

Advanced Care Planning Campaign: A.888o-A (Wallace)/S.8205 (Hinchey) would establish a statewide advanced care planning (ACP) campaign to promote public awareness and education about advanced care planning tools and the benefits and availability of hospice and palliative care services.

Additionally, LeadingAge New York was successful in preventing the following bills, which we oppose, from being advanced and passed by the Legislature. Those bills include:

Increase to Adult Care Facility Penalties: A.196-C (Gottfried)/S.1576-C (Rivera) would increase potential penalties for adult care facility (ACF) violations from up to \$1,000 per day to \$2,000 per day, per violation—or \$3,000 per day for a repeat violation. Earlier versions of the bill would have also limited an ACF's ability to apply for rectification or a reduction in fines, but thanks to our advocacy, that language was removed from the C print of the bill.

Restrictions on the Use of Psychotropic Medications: A.5841-A (Gottfried)/S.2103-B (Sepulveda) would require an enhanced level of informed consent before psychotropic medications can be prescribed for residents of nursing facilities or ACFs.

While we can breathe a sigh of relief that these bills were not passed this year, they are likely to come back around during the 2023 Legislative Session. Additionally, we have several proactive proposals which we intend to continue to advocate for next year such as the use of **medication aides in nursing homes** and our **resident assistance proposal** for affordable senior housing.

Of course, the challenges of COVID and the workforce shortage continue to be felt throughout the continuum. Our field has suffered reputational damage over the last two years. Initiatives are being implemented that, while well-intended, will make it more difficult to provide quality care and services. And the needs of older adults in New York will only grow in the years to come.

This is why foundational advocacy and relationship building over the summer and fall is critical. This is the time where lawmakers have more time and bandwidth to get to know your organizations. They can take the time to understand what long-term care is, how it's paid for, how it works, and why it is so critical to the health and well-being of all New Yorkers. Let's face it, it's complicated stuff. Advocacy during the budget process and legislative session is extremely difficult when the players don't have that foundational knowledge or reference. Now is the time to get in the weeds and explain what you do.

To put it simply, lawmakers need to hear directly from their constituents as to why long term care matters. There are particularly impactful conversations and connections to be had with lawmakers this year because it is also an election year.



Many incumbent Senators and Assembly Members are seeking re-election or perhaps even being challenged in a primary over the summer. Keep tabs on what is happening in your local legislative districts and be sure to keep all lawmakers informed on what challenges your organization is experiencing and what type of assistance and support you need from your elected officials. As always, if you would like assistance in your advocacy or where to get started, please do not hesitate to reach out to us directly. Feel free to let us know how we can best enable you, your colleagues and your larger networks of staff, residents and families to join us in advocacy.

We know these are challenging times and it's hard to find a minute to spare to call a law maker or write a letter. We are in awe of what you do every day, and that makes us even more appreciative of the remarkable engagement in advocacy efforts this year. You generated thousands of contacts and communications with policy makers and made your voice heard. It makes a difference. It is worth it.

So, enjoy the summer, get some rest, go on a well-deserved vacation. When you come back, we will be ready. There's more to be done. The groundwork for the 2023 legislative session starts now and the stakes have never been higher.

Meet Amy Nelson Policy Analyst/ProCare Consultant

What is your top priority in your new role?

The top priority in my new role is to keep up-to-date on all current guidance and help to educate members on the ever changing environment related to long term care.

One thing about you that would surprise people.

My very first Zoom call was as a panelist for a LeadingAge member call.

Describe your new role at LeadingAge New York.

My new role at LeadingAge NY is very exciting. I especially love to do mock surveys for members and help them improve on areas that could lead to deficiencies during actual surveys. I am also an ATI (Advanced Training Initiative) instructor for Growing Strong roots, a peer mentoring program for Certified nurse aides, which will improve retention of new hires. I am also an instructor for the ATI Infection Control program which helps to bring additional focus on infection prevention to the facility staff.

How does your education and experience inform this role?

I have been a Registered Nurse for 29 years and during that time I have worked in long term care for 13 years. I have held the title of Director of Nursing for eight of those years, and Staff Educator for five years. As a Director of Nursing, I have prepared plans of corrections and improved the overall star rating for two facilities, bringing both to five stars in Quality and four stars overall. I am also a certified Infection Preventionist which helped my facility as we prepared to fight the battle with COVID-19.

What can you bring to the role that is unique?

I bring to this role extensive experience as a Director of Nursing and use that expertise while doing mock surveys. I bring a fresh set of eyes to the facilities and point out areas of improvement that they may have overlooked. As a Director of Nursing, I can also assist new Directors in their roles through mentoring and as a support for them.

What do you do for fun?

I started a small business last year collecting and selling vintage Pfaltzgraff dishes. I created my own Facebook page and currently have over 500 members who either collect or sell Pfaltzgraff as well. I personally collect 1 pattern and sell 17 different patterns, and have turned half of my garage into what is called, Amy's attic.

Meet Annalyse Komoroske Denio Housing Policy Analyst

Describe your new role at LeadingAge New York.

As Housing Policy Analyst, I work in conjunction with the LeadingAge New York Policy team to track and assess the impact of legislative and regulatory proposals on not-for-profit senior housing providers. I serve as the staff liaison to the Affordable Housing Cabinet, support the Retirement Housing and CCRC (Continuing Care Retirement Communities) Cabinets, and help to respond to member questions and concerns relating to independent senior housing in New York State. In addition, I attend, participate in and help organize events that encourage stakeholders and the community to network and develop cross-sector relationships that will ultimately improve delivery of the services New Yorkers need to stay healthy as they age in the homes and communities of their choice.

How do your education and experience inform this role?

My prior work with housing policy and the Legislature not only gave me the basic skills and knowledge I need to analyze a proposal's impact on LeadingAge New York's members; it also introduced me to the world of housing advocacy and conversations that are already happening on key issues across the State. Having that context is useful in helping me identify what might be of concern to our housing provider members, but part of my role has still been to expand my horizons and understand more about housing's place in the entire universe of senior services.

What can you bring to the role that is unique?

And, because my undergraduate and graduate degrees are in English studies, I'm always thinking about how best to communicate an idea and bring people to a common understanding – including as I learn more about the entire continuum of senior care!

What is your top priority in your new role?

My personal goal in this role is to leverage that skill to become an intermediary between the healthcare, aging and housing sectors and a more effective advocate for independent senior housing providers and their residents.

What do you do for fun?

You'll usually find me reading, playing video games or exploring downtown Troy with friends and family. In the warmer months, I can never wait to get back to our lakeside cabin in Washington County, New York to swim, relax and work in the garden!

One thing about you that would surprise people.

I'm an open book, so had to ask friends what they were surprised by when they first got to know me. My favorite answer was: I love horror movies, novels and stories! From gory slasher films to subtle psychological thrillers, I genuinely enjoy seeing how people identify and dramatize their own fears and those of their audience. My mom was also a fan, so sitting down for a scary movie – strangely – makes me think of her!



Meet Cathy Bongermino **Office Manager**

Explain your new title/role.

I have multiple roles here at LeadingAge New York, though my official title is “Office Manager”.

Sure, there are the million and one little tasks I do to keep the office running behind the scenes, but more importantly I hope to help you, our members, have the best experience possible in your interactions with us.

I recently became involved in working with the ProCare department to facilitate their consulting services and ATI (Advanced Training Initiative) agreements. In addition, I work as backup to the Executive Assistant, the Human Resources Department, the Education Department and the Finance Department so you may have seen me listed on an email or participating in a Zoom meeting. For me, knowing something of each department has helped me to better understand how they all work together to help our members.

How does your education and experience inform this role?

While my education and experience do not directly coincide with my current position, I have found that my experience in the various roles within the organization have given me a better understanding of what every department does and how they all tie together.

What can you bring to the role that is unique?

I have a positive attitude, a strong willingness to learn new things, an eye for details and a determination to help people. Depending upon the topic, I sometimes bring a different perspective to a task or discussion which I hope enhances a conversation and may even allow for an improved outcome.

What do you do for fun?

Bicycle riding and gardening are my go-to activities to wind down. Riding clears my head and gardening heals my soul. I enjoy music, painting (walls), doing puzzles and am always up for a new adventure.



Meet Diane Darbyshire, LCSW

Vice President of Advocacy and Public Policy

What is your top priority in your new role?

At this challenging time, my priority is to work to try to make it easier for our members to provide the high quality services and housing they are committed to providing, so we can recover from the challenges of COVID, navigate the workforce crisis and be prepared to meet the needs of the growing aging population in the state.

One thing about you that would surprise people.

I successfully completed a half-marathon in 2019. I was surprised myself to discover that I was capable of this. Soon after that event, I was surprised again to discover I was pregnant with my now two-year-old son. Since that time, I haven't done much long-distance running; now I am sprinting after an active toddler!

Describe your new role at LeadingAge New York.

In my new role, I oversee the Policy and Government Relations efforts of the organization, as well as our ProCare consulting arm. We have such a great team, each bringing unique expertise and experience to the work. I feel so fortunate to work with this talented group, and to work for the LeadingAge New York membership.

How does your education and experience inform this role?

My entire career has been in not-for-profit services, including working in hospital discharge planning, supportive housing and mental health programs. I started with LeadingAge NY—then NYAHSA—17 years ago. During that time, I have come to get to know the membership well, as well as the various stakeholders that we routinely work with in our advocacy.

What can you bring to the role that is unique?

Inherent in my approach is my training as a social worker. Advocacy is a core component of social work, though many of my colleagues come to this work through different avenues. I am a bridge builder and collaborator.

What do you do for fun?

I enjoy spending time with family and friends, and even better when we are outside in nature! In the winter, one of my favorite activities is cross country skiing. In the warmer months, I love getting out on the water in any sort of boat or going for a swim.



Meet Jacqueline Colafemina, MBA Marketing & Business Development Manager

Explain your new title/role.

I have multiple roles here at LeadingAge New York including working in graphic design, marketing, social media, event planning and business development. I work closely with our endorsed vendors, business partners and exhibitors.

How does your education and experience inform this role?

Throughout the pursuit of my education I double majored in legal studies and business development, obtaining my Masters in Business Administration with a concentration in Marketing.

I have freelanced with a lot of big brands doing work for graphic and website design, as well as developing social media schedules. I also occasionally work helping plan events such as baby showers, birthday parties and other events.

Currently I am working towards obtaining my Certified Associations Executive credential (CAE) and hope to continue to develop my career into more of a leadership position. I am a graduate of the LeadingAge New York IGNITE Leadership Academy.

What can you bring to the role that is unique?

I like to be busy and balance moving pieces, which suits me well with all the hats that I wear at LeadingAge New York. In addition to experience being creative I have logistical background that helps me see the both sides of the picture. I am always thinking with a marketing “hat” on which benefits all sides of business operations.

What do you do for fun?

My family is my happy place, and I am happily married with six children ranging from ages 2 to 14. We like to travel and experience new things. Disney World is one of our favorite places to visit and we are trying to visit every baseball stadium nationwide. Sports is a big thing in our family and new food.



Meet Mark Kepner-Clough, BSN, RN, WCC Policy Analyst/ProCare Consultant

What is your top priority in your new role?

To provide our members with support, guidance and top-notch consulting services when they need it. Our members serve our most vulnerable populations, and it is an honor to be able to assist them and answer questions for them when needed.

One thing about you that would surprise people.

I am NOT a morning person and dislike virtual meetings.

Describe your new role at LeadingAge New York.

In my role as a Policy Analyst and ProCare consultant, I am often called upon by the members to answer questions related to DOH guidance, CMS guidance or survey-related documents. I also have the honor of working side-by-side with members to help prepare them for upcoming DOH surveys utilizing ProCare's mock survey process and providing education to staff through the Advance Training Initiatives (ATI) which is focused on reducing/preventing rehospitalization of residents.



How does your education and experience inform this role?

I have a decade of recent experience in the long term care setting in a variety of clinical management roles, including senior level leadership roles. My experience with nursing home regulations is a definite advantage to me in this role and it has helped tremendously as I help guide our members. I have been where many of our member facilities have been over my time as a Director of Nursing so I can relate with their current experiences and that allows me to compassionately work with them to problem solve and help them to find a resolution to their problems. Part of my education is Wound Care Certification (WCC) which has been useful when ProCare has been called upon for Directed Plans of Correction (DPC) targeted at deficiencies related to wound care. Members have found the information and expertise I can provide related to wound care very helpful.

What can you bring to the role that is unique?

The belief that even in the worst of times, everything will be ok. I often told my staff when I was a Director of Nursing, when the survey team walked in, "Remember, their job is to find what we haven't done 100% correct, and our job is to fix it". I use that when I go into our member facilities, either on a mock survey or for a plan of correction, to remind everyone that mistakes happen, and especially given everything that has happened with the pandemic, everything will be ok! Long term care staff are a unique breed of staff and having been part of that for a decade I, together with my colleagues, can help all our members with whatever their need is, for the betterment of their residents!

What do you do for fun?

In the summer, my favorite place to be is outside. I am the one you will find working in the yard every weekend, camping, swimming and sitting by the fire at night. Since I travel for work often, when I'm not traveling, I like to spend time with my husband Don, my daughter Makayla and our dog, Scooby. In the winter I like to ski, sit by a warm fire and hang out with friends.

Meet Meg Carr Everett Senior Policy Analyst



What is your top priority in your new role?

Helping all ADHC programs reopen and rebuild after program closures during COVID-19, which includes addressing the many challenges they have that stand in the way of this effort.

One thing about you that would surprise people.

My husband and I tap our maple trees and make maple syrup every spring. And I love green woodworking, an interest I developed during the lonely days of COVID.

Describe your new role at LeadingAge New York.

I'm not "new" at LeadingAge New York, just new to the role of interim executive director for the Adult Day Health Care Council (ADHCC). On top of my HCBS policy analyst role, as interim ED I support ADHC members with technical and compliance assistance, legislative and regulatory advocacy and training & education.

How does your education and experience inform this role?

I worked alongside Anne Hill at the ADHCC prior to working for LeadingAge NY. She was a great role model. And my past work as lobbying for a large law firm and the Adirondack Mountain Club come in handy. Plus my years with the LANY team has provided quite a bit of knowledge.

What can you bring to the role that is unique?

A fresh perspective and a genuine interest in supporting this provider community.

What do you do for fun?

Hike, garden, chauffeur kids around town and traipse around the NE watching my kids playing soccer.

Meet Michelle Mahoney

Education Operations Manager

Explain your new title/role.

I joined LeadingAge New York in 2015 and have held several titles over that time, all focusing on member education and events. In my current role of Education Operations Manager, I am responsible for logistics, business processes, technical operations, and accreditation of the association's education programs (i.e., conferences, seminars and distance learning programs).

How does your education and experience inform this role?

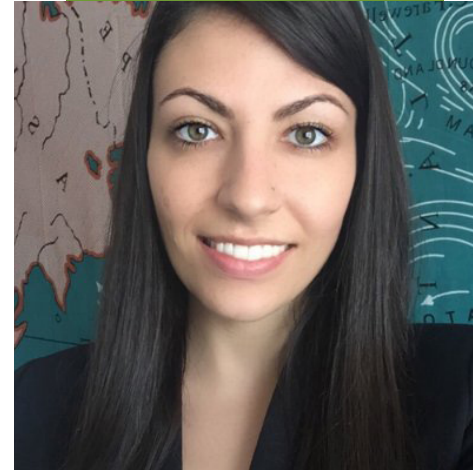
Strong organizational skills and attention to detail allow me to manage multiple projects, while maintaining a focus on innovating business processes to improve the quality of the member experience.

What can you bring to the role that is unique?

My experience working with our information technology staff has granted me strong technical aptitude which has been instrumental in aiding me as the main liaison to event technology outsource partners as well configuring and implementing internal event technologies.

What do you do for fun?

In my spare time, you'll find me outside hiking, mountain biking or kayaking.





Senior Living Insurance Market Report

WHERE WE WERE: WHAT WE'VE SEEN THROUGH Q1 2022

- Companies faced a hard insurance market overall from 2019 through Q1 2022 with substantial rate increases, capacity issues and difficulties obtaining coverage.
- Carriers faced a number of escalating challenges that drove up claim costs, including social inflation—the trend of rising insurance costs as a result of increased litigation, plaintiff-friendly judgments and “nuclear” jury awards—as well as increased storm activity and pandemic-related losses. Ultimately, pandemic losses did not live up to carriers’ worst-case scenarios.

WHERE WE ARE: WHAT WE'RE SEEING NOW

- After three years of substantial rate increases, the market is moving towards rate adequacy. Rate increases have decelerated, but not every service line is equal. Cyber, for example, has kept up sizeable year-over-year rate increases, while Workers’ Compensation rates showed relatively flat pricing.
- Carriers are continuing to push rate increases. Rate increases are not as industry-wide though, but rather more likely to be done on an account-by-account basis now.
- With improving rate adequacy comes increased carrier competition. There are a number of new entrants to the market and increasing competition as underwriters look to write new business.

WHERE WE'RE GOING: TRENDS WE ARE WATCHING

- Inflation, if it continues unabated, will push up loss costs and ultimately will have to be passed through premium increases.
- As storm losses continue to mount, pricing models are trying to catch up.
- Third-party litigation funding remains a concern for insurance carriers, as it encourages prolonged litigation and larger monetary awards. It is also a growing contributor to social inflation because of its tendency to drive higher claims costs. Litigation funded by third-party investors is most prevalent in Commercial Auto, General Liability, Directors and Officers (D&O), and Umbrella/Excess insurance lines.
- Carriers’ continued investments in data and technology could enable them to anticipate and react to changing risk trends in real time. If carriers are able to understand changing risk trends promptly, for example, how Workers’ Compensation and Auto risks are affected as more employees work from home, they can be more responsive in adjusting premium.
- The uptick in new competition should continue moderate rate increases.

When you are proactive with your risk management program, your claims, and ultimately, your premiums will reflect that. The LeadingAge NY Insurance Program through Gallagher is here to provide the guidance and expertise your business needs. While not immune from market factors, there are financial and coverage benefits to the program not available elsewhere. If you have any questions, please feel free to reach out to the contacts below.

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LeadingAge New York Art Show Returns After a 2 Year Hiatus!

Earl D. Gifford III, Member Specialist

The LeadingAge New York annual, Art Exhibit and Competition is back after a 2-year break because of COVID-19. This is a collection of the works of residents, registrants, staff and volunteers affiliated with LeadingAge New York and the ADHCC (Adult Day Health Care Council).

The exhibit was originally presented in collaboration with the alliance of New York State Arts Councils from 1991 – 1996; in 1992, (Then) NYAHSa also paired with the NEW England Association of Homes for the Aging for a presentation at the AAHSA Conference in Boston, Massachusetts. During these early years, the exhibit had limited opportunities to travel but several popular media personalities participated as guest hosts when the exhibit was displayed at the Empire State Plaza.

In 1997, (then), NYASHA Services, Inc., a subsidiary of NYAHSa that explored programs that integrate the need and delivery of appropriate services to members by arrangements with selected vendors, assumed sole sponsorship of the exhibit enabling NYAHSa to become the sole presenter of this annual event.

Over time the number of pieces shown has grown from just a handful to 190 entries from 36 participating members this year. Directors of Activities from LeadingAge New York member locations serve as jurists.

Their task is to select 70 works that make up the traveling exhibit from two categories, 60 Resident/Registrant works and 10 Staff/Volunteer works. Artists that aren't chosen to be in the main show are then eligible to earn either our Staff Choice Award, which provides an additional opportunity for artist recognition and display in LeadingAge NY staff members' individual offices or our Gallery Award, works chosen for that honor hang in the public spaces of LeadingAge NY offices in Latham. Every entry for this competition is a winner.

Over the course of 29 shows, the program has received well over 7,000 art works of all media.

Contributing artists are residents of NYAHSa's member facilities, registrants of ADHCCs member programs and staff and volunteers of both. They come from many different places and many different backgrounds. Some are trained artists, others are not, but they all share the common bond of artistic expression.

Earl Gifford, LeadingAge NY Membership Specialist, is the curator of the annual Art Exhibit. He takes impeccable care of each piece of art for the exhibit and his dedication makes for an extensive collection of inspirational works of art year after year.





LeadingAge NY members provide the highest quality care and experiences for their residents, registrants and staff. We believe this art exhibit exemplifies the quality of life that participation in programs like this can offer by providing chances for self-expression and artistic fulfillment. The LeadingAge NY Art Exhibit is our gift to you, a microcosm of the myriad contributions to life that our residents, registrants and caregivers make every day. Sharing their talents with you reaffirms their place in society as productive, creative people no matter what physical, emotional or age-related barriers they may face.

You can [click here](#) for more information and to view this year's Art Competition & Exhibit Brochure as well as previous brochures.

Any interested member wanting more information on submitting artwork for the show in the future may contact Earl Gifford at egifford@leadingage.org.





United Hebrew and Feeding Westchester Team Up to Promote Senior Nutrition

Rita Mahli, President/CEO, United Hebrew of New Rochelle Member Specialist

For many, food inspires fun and enjoyment with family and friends. For others, thinking about food may stir up feelings of hunger and insecurity. Far too many seniors are “food insecure,” which means they lack reliable access to nutritious food for a healthy active life.

Food insecurity is a growing problem. The rate of hunger among seniors aged 60 and older has increased by 45 percent since 2001, according to Feeding America, a network of 200 food banks across the country. As the population ages, the number of food insecure seniors may grow to more than eight million by 2050.

To help residents of its independent senior housing apartments, United Hebrew of New Rochelle reached out to Feeding Westchester, a member of Feeding America which aims to eradicate hunger across Westchester County, New York. As a result, the organization’s “Senior Grocery” program was launched on United Hebrew’s campus, bringing a monthly delivery of fresh produce each month to over 90 residents of its Meadow Lane and Soundview Senior Apartments.

Food insecurity is a growing problem. The rate of hunger among seniors aged 60 years and older has increased by 45 percent since 2001 according to Feeding America, a network of 200 food banks across the country.

For United Hebrew’s part, the program helps fulfill its mission to care for its elderly residents like family, so that they may remain independent for as long as possible. “We spend a lot of time ensuring our residents access the benefits

available to them, including SNAP, Medicare and Medicaid,” says Joanne Russo-Lanza, Vice President of Housing at United Hebrew of New Rochelle. “This is another invaluable additional resource for our residents, and it brings a lot of joy, too.”

United Hebrew and Feeding Westchester Team Up to Promote Senior Nutrition

(Continued from page 24)

Seniors face challenges that make hunger a more painful experience:

- 63% of seniors served by Feeding America are forced to choose between food and medical care;
- Seniors served by Feeding America are at an increased risk of having chronic health conditions like diabetes and high blood pressure, which can be improved with health food options;
- Only 42% of eligible seniors are enrolled in the Supplemental Nutrition Assistance Program (SNAP), which provides federal food assistance benefits

Source: Feeding America website.

These are the very issues the Senior Grocery Program aims to address. Over 33,000 seniors are hungry in Westchester County, according to Feeding Westchester. Each bag includes a balance of nutritious foods such as fresh fruits and vegetables, low-fat dairy, and grains. For United Hebrew residents who have limited mobility, and are unable to visit food pantries, the produce they receive through the program is enough to last a senior for week or two, the delivery brings the ingredients necessary for a healthy meal right to their front door.



Sunset Wood Partners with Rise Senior Living to Bring On-Site Therapy to Tenants

Dominick M. Manfredo, Executive Director/CEO, The Community at Sunset Wood

NEW HARTFORD, NY – The Community at Sunset Wood has partnered with RISE Senior Living (a HealthPRO Heritage brand) to bring on-site physical and occupational therapy directly to their tenants. Last year, Sunset Wood built out their Wellness Center to accommodate a therapy program which RISE Senior Living was able to not only provide but exceed.

Headquartered in Hunt Valley, Maryland, RISE Senior Living partners with Memory Care, Assisted Living, and Independent Living communities to optimize residents' quality of life and strategically drive robust campus-wide success. Results have been impressive, including a 57% reduction of resident falls in three months and an overall 93% resident satisfaction rate with RISE Senior Living.

As a result, the partnership integrates their physical and occupational therapy clinicians to help tenants mitigate challenges (e.g. falls, attrition & hospitalization risks; caregiver burnout) & drive campus-wide success (e.g. occupancy growth initiatives & helping to build strategic alliances). Sunset Wood's tenants receive professional clinical services, which are billed directly to Medicare, third-party payors, and/or the tenants themselves.

"Bringing Rise Senior Living to our community has allowed us to amplify our mission of providing a high quality of care while aging-in-place for our seniors," Dominick Manfredo, Executive Director / CEO, stated. "90% of our tenants are taking advantage of the program and in under 6-months, many have already been discharged due to the massive improvements in mobility working with RISE's therapists."

"As a RISE Senior Living track tenant at The Community at Sunset Wood's Westwood campus, we monitor resident improvement in their own internal mobility. "Certain tenants have gone from high falls risks during our program to completing over a mile in 20 minutes – the progress has been outstanding."



To learn more about this partnership, visit: <https://www.sunsetwood.org/onsite-therapy>.



About The Community at Sunset Wood

The Community at Sunset Wood’s mission is to enable seniors to live independently in a secure community that enhances the quality of life. We do this by providing below market rate and market rate senior housing that is, on average, much cheaper than our nearest competitor. In addition, we pride ourselves in promoting our “Aging-In-Place” model, which encourages our tenants to utilize and/or bring in services that can keep them independent in their own homes rather than moving to nursing care— in this case,, strategic partnerships. For more information on our community, please visit www.sunsetwood.org or call 315-733-1389.

About HealthPRO Heritage and RISE Senior Living

HealthPRO Heritage is an independently owned, national premier provider of therapy management and consultation services. With expertise across the care continuum, the Company serves hospitals, outpatient, skilled nursing & CCRCs, Assisted & Independent Living, home health agencies, applied behavioral analysis, early intervention, and schools. The Company operates in 43 states, employs more than 12,000 therapists, and has earned a reputation for thoughtful, outcomes-focused solutions that offer assurance for greater success for patients, partners, and staff. For more information, visit www.healthpro-heritage.com.



Creative Community Connections Fill Gaps in Senior Programs

Lisa Buchman, Executive Vice

President, Chief Client Officer, Episcopal Senior Life

Episcopal SeniorLife Communities (ESLC) has diligently served the senior population in Rochester for more than 150 years and continues to create programs and partnerships to meet the growing needs and fill service gaps in the community—especially for those with limited resources.



The demand yet the insufficient supply of safe, accessible and affordable housing with services for seniors with limited income is well-documented across the state and nation. In fact, “only one in three older adults eligible for affordable housing can access it, leading to years-long waiting lists” (LeadingAge Older Adults’ Challenges Accessing Aging Services). Through strategic partnerships with housing developers and foundations, ESLC created an innovative, replicable service model utilizing public and private funding opportunities.

In 2012, ESLC partnered with Providence Housing and LECESSE Construction to build a 40-unit affordable housing community (Rockwood Center) for seniors adjacent to its existing enriched housing program (Brentland Woods) in Henrietta, NY. The proximity of the two communities allows easy, affordable access and provision of services to Rockwood Center residents, such as 24-hour

emergency response, service coordination, meals and transportation by expanding current programs at Brentland Woods.

Residents of Rockwood Center also have access to ESLC’s Health and Wellness Neighborhood Program. The Neighborhood Program is generously funded through area foundations such as Daisy Marquis Jones,



Children's Care Home ... (Continued from page 50)

Greater Rochester Health Foundation, Finger Lakes Performing Provider System and Mother Cabrini Health Foundation. The core Program elements include: 1) fitness & fall prevention classes, 2) social programs, 3) nutrition education and food offerings, 4) health education 5) transportation. Together, these activities help seniors maintain or improve independence while having fun! Membership is open to all residents, as well as community members.

Rockwood Center and Brentland Woods were the first in the area to combine affordable and enriched housing, supportive services and wellness programming. Due to its success, ESLC replicated this model in Penfield, NY, in partnership with Home Leasing, Inc. This project connects 114 affordable apartments (Penfield Gardens) with ESLC's assisted living and memory care community (Ashley Woods). At this campus, through Empire State Supportive Housing Initiative (ESSHI), the partners have been able to provide housing and support services to frail seniors who are homeless or housing insecure. In June 2022, ESLC expanded this program to a third campus in the City of Rochester.

The partnerships mentioned above highlight Rochester's collective commitment to serve those who frequently fall through the cracks. ESLC is committed to creating programs and developing partnerships that focus on the social determinants of health to help seniors live independent and active lives - now and well into the future.



United Hebrew and Iona College Partner to Combat Social Isolation in Seniors

Rita Mahli, PhD, CEO, United Hebrew of New Rochelle Member Specialist



isolation at any age, but in senior care settings, they are especially acute. Social isolation and social isolation are known to have a significant negative impact on our health and can increase older adults' risk for other conditions including heart disease, strokes, and more.

But fostering social connections isn't easy for older adults. Social networks start to shrink as we age, says Nora O'Brien, Executive Director, Willow Towers Assisted Living at United Hebrew of New Rochelle. "When we're younger, we have more opportunities to meet people—school, first jobs, our children's playground, the neighborhood block party. Many of our residents have experienced the loss of a spouse, or moving away to be close to their grown children. Assisted living communities have an important role to play in helping residents create and maintain relationships."

To help their residents stay healthy and connected, United Hebrew partnered with Iona College in New Rochelle, New York, bringing college students to campus for weekly visits and educational activities. Some students are paired with residents through Iona's Office of Mission and Outreach. The students participate as part of a service-learning program assigned to students in Iona's Speech and Hearing Sciences Department. The seniors benefit from the social activity, while students gain valuable experience working with an elderly population.

"These students are bright, ambitious, and enthusiastic," says Gloria Selden, a resident at Willow Towers. "Their visits have been like a breath of fresh air! I have enjoyed our time together; it's just delightful. It's nice and refreshing to see young faces."

The program continued virtually throughout the pandemic. This spring, United Hebrew resumed in-person visits. Angelina DeCicco, 21, was paired with Giovanni Dilluvio. The two enjoyed getting to know each other so much that they made additional calls to each other outside of their regularly scheduled visits.

"We both spoke Italian. We talked about culture, our families, our hometowns, and so much more. I never thought we'd end up becoming friends," says DeCicco. "But one day he just called me to check in and say hello. He made me feel like I was part of his home. And I really appreciated that."

The time spent with Giovanni was the only time Angelina spoke with an elderly adult outside of her own family. Their visits opened her eyes to new career possibilities, too. "Before I wanted to have a career providing speech therapy to children. Now I'm thinking about working with an elderly population because I enjoy it so much."

For her part, Selden was happy to have had a role in that development. "These visits are good for us [seniors] and for the students, who don't have many opportunities to connect with elderly people. They see that people in their 90s are still interesting and can carry on a good conversation."





Senior Living Sector Under Attack

GreyCastle Security

Unless you are essentially “living off-the-grid,” it is difficult to imagine anyone being unaware of the massive rise in cybersecurity attacks in recent years. In fact, according to the United Nations¹, cybercrime has risen over 600% since the beginning of the COVID-19 pandemic, and this trend shows no signs of slowing down.

Cybercrime Pays

It is estimated that cybercrime will cost organizations worldwide an astounding 10.5 trillion dollars² by 2025. Who foots that bill? Unfortunately, it’s hundreds of organizations just like yours. And the cost isn’t just measured in the dollar amount required to mitigate and recover from an attack. The costs could literally pile up for years as an organization experiences long-term fallout to its brand recognition and loss of trusted reputation. In healthcare, a viable, trusted reputation is essential for success.

Ransomware Attacks Pose Significant Concern

Ransomware is fast becoming one of the most significant cybercrimes in the landscape. In 2016, it was estimated that a ransomware attack occurred every 40 seconds. By the end of 2021 that statistic had escalated to an attack every 11 seconds³. By 2031 it is expected an attack will occur every 2 seconds, costing organizations around the world 265 billion dollars⁴.

Ransomware is most commonly delivered through email. An unsuspecting user clicks a link or opens an attachment associated with an email which, to all outward appearances, looks legitimate and often feigns to originate from a familiar source. Once clicked, the ransomware is launched, encrypting tens of thousands of files on an individual computer and potentially across an entire organization’s network in seconds, rendering them useless.

Really only two options exist at this point for the targeted organization. They can pay the “ransom” to the threat actor who then will (typically, but certainly not always) provide the encryption key to unlock the attacked files or the organization resorts (hopefully) to a clean backup to recover the lost data. This is a position in which no healthcare organization ever wants to find itself.

Lorien Health Services Ransomware

Attack Lorien Health Services is a family-owned nursing home for the elderly. In 2020 the company suffered a cyber-attack. The threat actor allegedly stole their data before deploying ransomware. That data was then posted on the dark web after the company refused to pay the ransom demand⁵. The result was disclosure of confidential patient data, which “may have included residents’ names, Social Security numbers, dates of birth, addresses, and health diagnosis and treatment information” for almost 48,000 individuals⁶.

Develop and Implement the Right Cybersecurity Plan

There is no time to waste, to be honest. Healthcare organizations across the globe need to be actively developing and continually re-evaluating their cybersecurity posture. A functional, effective cybersecurity plan must include an external risk assessment, data classification, policy development, and cybersecurity awareness training.

What Data Do You Actually Store?

Unfortunately, one of the often-neglected areas of any healthcare organization's cybersecurity readiness plan is understanding what data you have and where that data is stored. Data classification and asset inventory are foundational elements of every cybersecurity program that enable a simple understanding of exactly what information you store, where it is physically located and who owns it.

When done correctly, data classification helps make informed decisions on cybersecurity solutions, resourcing and budgeting. It also helps ensure the right assets are protected to the right level with defined processes, definitions and visibility which align with all stakeholders.

Critical Aspect - Social Engineering

There is a common misconception that cyber-attacks are mostly technical attacks against hardware and software. In reality, almost 60% of cybersecurity breaches start with your own individual employees.

Without proper cybersecurity awareness training, you can't trust that employees are up to date on the latest cyber risks and know how to stay protected and thus how to protect your entire organization. Awareness is as much about psychology as security. Effective cybersecurity awareness training must deliver continuous, relevant, engaging and measurable education, training and testing.

GreyCastle Security – Wholistic Cybersecurity Professionals

GreyCastle Security, a company with headquarters in upstate New York, is one of the fastest growing cybersecurity companies, and with good reason. GreyCastle employs a robust, experienced team of cybersecurity professionals who build an in-depth partnership with clients. They provide innovative, effective and holistic solutions to protect against current and emerging cyber threats.

“Our intention is not just to help our clients,” says Dan Kalil, CEO GreyCastle Security, “but to ultimately improve their organization's security posture, now and into the future. This is why we started this company and why we are passionate about what we do.”

To learn more about this innovative company, visit GreyCastle on the web at GreyCastleSecurity.com or call them at (518) 274-7233.

Healthcare Organizations Simply Cannot Afford to Wait

It's not just about HIPAA compliance anymore – good cybersecurity can be the difference between life and death in healthcare. Ransomware attacks, cybercrime and hacking are directly affecting patient safety. If your organization is compromised, you'll have more than just a regulatory headache.

Crisis management is a way of life in healthcare – running from one emergency to another is simply par for the course. However, while striving to take care of your patients' physical health, you must not forget to take care of the cybersecurity of those patients just as passionately.

1 <https://abcnews.go.com/Health/wireStory/latest-india-reports-largest-single-day-virus-spike-70826542>

2 <https://www.embroker.com/blog/cyber-attack-statistics>

3 <https://cybersecurityventures.com/ransomware-damage-report-2017-5-billion/>

4 <https://cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-reach-250-billionusd-by-2031>

5 <https://healthitsecurity.com/news/lorien-health-services-ransomware-attack-impacts-48k-patients>

6 <https://www.bleepingcomputer.com/news/security/lorien-health-services-discloses-ransomware-attack-affecting-nearly-50-000/>