

Generational Knowledge Transfer

A Grand Slam



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A Grand Slam



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To create the future of aging and continuing care services in New York State.

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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Please welcome our incoming officers, directors and cabinet presidents.

(Effective July 1, 2013)

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Wisdom of the Ages

Elders are the teachers of the next generation. Revered as the Wise Ones, their experience and knowledge must be shared to provide continuity and context to the next generations. They are a vital part of the community.

LeadingAge New York members believe passionately in the wisdom and vitality of elders and create programming that mixes generations and fosters learning across the ages. There is no magic formula to good intergenerational programming. Simply create opportunities for seniors to interact with younger generations where everyone has the ability to share and to learn. To be effective, each generation must contribute.

Knowledge transfer and interaction are not the only reasons for creating mixed generational programming. An equally important reason can be the money saved by sharing space, staff, resources and equipment. Mixed generational programming can also build relationships and alliances for purposes of advocacy, grant applications and public relations. One very familiar model is a combined day care consisting of elders and pre-school aged children that can address all three.

“Knowledge transfer and interaction are not the only reasons for creating mixed generational programming. An equally important reason can be the money saved by sharing space, staff, resources and equipment.”

– Jim Clyne

This issue explores some partnerships and endeavors that have been created by LeadingAge New York members to help seniors remain vital members of society – allowing them to pass their wisdom to future generations, reduce expenses and/or build alliances.

In northern New York, travel distance is a barrier to bringing seniors and youth together because cost is prohibitive. Bishop's Commons has looked to an age-old solution, a pen pal program, to overcome the transportation issue. Local elementary students form bonds with seniors via a year-long pen pal program. They make new friends and, according to teacher Patty Dixon, “students have the opportunity to have conversations with

someone who has experienced life to its fullest” while practicing their writing skills.

CenterLight Health System in the Bronx has brought many senior groups and high school students together to create the popular Senior Prom with more than a thousand senior participants each year, a fantastic example of community-building.

In a follow up story to the June 2012 *Adviser* on Music & Memory; see how the Generation Outreach Club at Saratoga Springs High School brings new technology to seniors at The Wesley Community in Saratoga Springs.

The One Voice feature by Ami Schnauber reminds us that “it takes a village” to provide care for our elderly and that aging services providers are in the perfect position to pull this entire community of individuals together to be a collective voice for adequate funding for Medicaid and aging services.

There are many more stories providing food for thought in this issue. Don't forget to share your stories for future issues.

James W. Clyne Jr.
President and CEO

Facility's Support Group for Residents with MS Lives up to its Name

As the late actor and activist Christopher Reeve once said, “Once you choose hope, anything's possible.” Just ask members of the HOPE (Healthy Opportunities for Peace and Energy) Group at the M.M. Ewing Continuing Care Center, a 188-bed skilled-nursing facility in Canandaigua, N.Y.

The group for residents living with multiple sclerosis meets the third Friday of each month, co-facilitated by Senior Social Worker Mona Carro, LMSW, and Tawny Kelledy of the Recreation Therapy Department. “HOPE Group provides our residents living with MS a supportive environment to share their common experiences and challenges, to problem solve, and to support one another,” Carro says.

Dee Mascari, programs and services coordinator for the National MS Society Upstate New York Chapter, is a quarterly guest at HOPE Group meetings. Her presentations to the group have included everything from research to pain management and wellness. Mascari points out that many times, nursing home residents living with MS are surrounded by much older people. “It's nice for them to see there are younger people there, and that these are people they can talk to and be a friend to,” she says. Mascari says the rate of depression is higher in those with MS than in those with any other illness, so socializing is an essential part of maintaining a positive attitude and good mental health.

Carro says that in addition to the topics presented by Mascari, group discussions have touched upon everything from self-esteem to life beyond the diagnosis. Sometimes, members opt for an open forum such as a recent, informal session in which each of them simply shared a little about their backgrounds, as well as some of their most cherished memories.

“I like getting together with other people who have MS and are struggling with it like I do,” says Jan Davis, 59, an M.M. Ewing resident since 2010. “It's just a nice way to get to know them and find out how they're doing with the disease.”

The HOPE Group does more than meet on-site once a month, however. Every other month, Recreation Therapy takes members of the group to luncheons held by the National MS Society, typically at the nearby Akropolis Family Restaurant. The M.M. Ewing Continuing Care Center has hosted these luncheons as well, bringing in members of the wider community who are also living with MS.



Each May, members of the HOPE Group volunteer at Walk MS Canandaigua, handing out refreshments to participants and cheering them on.

Priscilla Tange, 67, who joined M.M. Ewing 12 years ago, was diagnosed long before that while working for the door chime manufacturer, A.E. Rittenhouse Co., in nearby Honeoye Falls. She is

an active member of the HOPE Group and says she's always found it to be worthwhile. “We all learn something every time we get together,” says Tange. Tange also finds taking part in the luncheons and Walk MS to be fulfilling. At the most recent walk, the HOPE Group was stationed at Kershaw Park on the northern shore of Canandaigua Lake and she enjoyed talking not only to walkers but to people who happened to be visiting the park and approached the group, interested to know more about multiple sclerosis and wanting to know how to donate to the cause. “Anytime you can teach somebody something new, it's worthwhile,” says Tange.

Davis, a mother of three who formerly worked in the family water conditioning business, says taking part in group activities through the HOPE Group is one way of staying true to her belief that “I have MS but it doesn't have me.”

“I cried and cried when I was first diagnosed, but I had to learn to live with it and do everything I can for myself,” she says, adding that the people in the group are “just wonderful.” She appreciates the opportunities the group provides to volunteer in the community. “I just wish I'd done more volunteering when I was able-bodied,” says Davis, pausing and acknowledging the fact that raising three boys probably didn't leave much time for that.

Recreation Therapy Manager Wendy Ubbink says that when she and Carro's predecessor first launched the HOPE Group at M.M. Ewing several years ago, they knew there was a definite need but didn't fully realize how important it would prove to be for so many people. “The HOPE Group consistently is one of our most engaging programs here,” she says. “It's stood the test of time and is something we're proud to offer our residents with MS because we have witnessed, first-hand, what a difference it can make in their lives.”

Leveraging Therapy Services for Strategic ACO Positioning Initiatives

By Michele Saunders, RPT, VP of Business Development, HealthPRO Rehabilitation

Amidst the ever-changing landscape of healthcare reform, post-acute care (PAC) providers are wisely becoming more strategic about forming partnerships with the community of referring hospitals. This collaboration is critical for ensuring continuum of care.

Moreover, PAC providers must demonstrate a distinct value proposition for those hospitals looking to form Accountable Care Organizations (ACOs). Building these relationships requires short-term and long-term strategic development planning and initiatives that involve all levels of care, inclusive of a facility's rehabilitation team.

Whether relying on the strengths of an in-house staff, or on the expertise of a therapy management company, PAC providers should leverage a robust rehabilitation department to help drive quality integration with referring hospitals and physician groups.

PAC providers should leverage a robust rehabilitation department to help drive quality integration with referring hospitals and physician groups.

Use of Therapy Technology Solutions

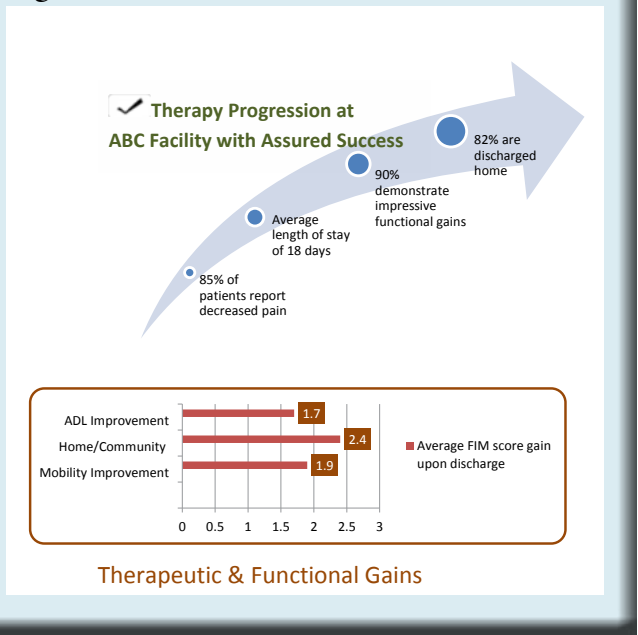
For those hospitals looking to create partnerships and form ACOs, it is important for senior care providers to demonstrate quality of care and efficacy of therapy services. This requires the use of sophisticated therapy software systems as well as a therapy team that is well prepared to monitor and manage clinical outcome measures. Rehab departments that capture such clinical outcomes as improvements in function, pain management, treatment intensity and patient satisfaction have the advantage of leveraging these metrics in support of census development initiatives. (See figure A)

Rehab's Role in Mitigating Re-hospitalization Rates

Hospitals are incentivized to pay attention to the quality of care provided by their PAC providers to protect themselves from reimbursement penalties as well as to optimize the care for patients across the continuum. Rehab is in a unique position to help prevent avoidable hospital re-admissions because the therapists work so closely and consistently with residents. Additionally, rehab managers and staff must be considered a critical part of the interdisciplinary team responsible for monitoring patient status and identifying patients at risk to return to the hospital. For example, therapists should be trained on how to identify and communicate patient status and on the use of technology tools, such as INTERACT II.

(See Leveraging Therapy Services on page 6)

Figure A



Leveraging Therapy Services...

(continued from page 5)

Compliance Watchdogs

In addition to helping prevent unnecessary re-hospitalizations, the rehab team must be well prepared to also manage risk associated with compliance. As experts in regulatory standards, compliance and reimbursement strategies, the therapy team should be able to provide adequate training and conduct regular audits to ensure standards are met and that the facility is stable enough to weather compliance storms. By fortifying documentation and reimbursement practices and ensuring clinical applications are above board, only then can a therapy team build exceptional, differentiated rehab services on a strong foundation.

Market Positioning Strategies

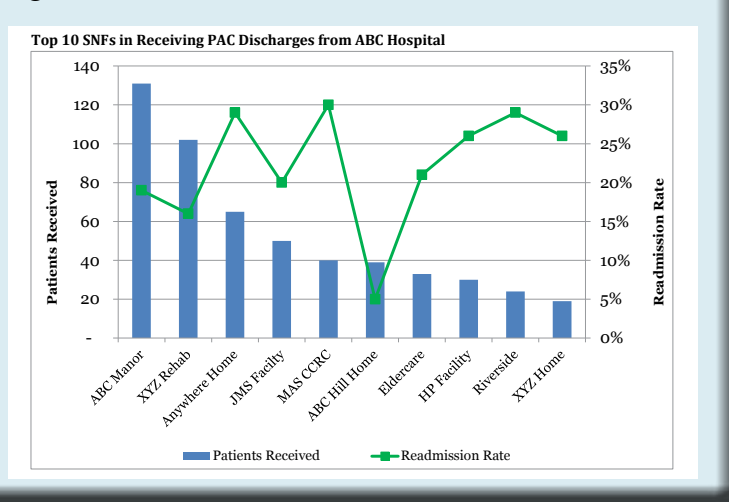
As ACOs are taking shape, it is imperative that PAC providers differentiate their services and provide value over time. A strong rehabilitation service will contribute to this initiative. Some facilities may have the advantage of a forward-thinking rehab team in place but others may be well-served to consult with a therapy company to help with navigating the following steps:


1) Know the marketplace

Having a realistic view of how your facility compares to other PAC providers in your community is an easy first step. Information related to market share data and referral patterns of your community's hospitals is publicly available. You should also be familiar with how your facility's re-hospitalization rate compares with neighboring facilities. (See Figure B) Likewise, be familiar with the strengths and weaknesses of the competition, especially as they relate to rehabilitation services.

(See Leveraging Therapy Services on page 7)

Figure B





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Leveraging Therapy Services...

(continued from page 6)

2) Know hospitals' organizational goals

Understanding the needs of hospitals within your community is critical to the success of any long range strategic plan. Hospital systems are looking to build relationships with PAC providers that not only have a lower than average re-hospitalization rate, but can also perhaps meet the needs of a special patient population. For example, consider Hospital ABC that has recently invested in earning a Primary Stroke Center certification. Is your facility perhaps in a unique position to offer rehab services for patients that are discharged from Hospital ABC? Which investments in tools and other resources can your facility make to prepare for a potential partnership where you support the needs of their discharged patients? There is indeed opportunity to leverage a robust rehab service to help build these types of collaborative and integrated relationships.

3) Leverage the strengths of your therapy services

The complexities of providing rehab services cannot be overstated; reimbursement, compliance and operational challenges can be daunting for many PAC providers. However, by offering unique, strategically positioned rehab services, opportunities to ultimately help secure alliances with potential ACOs in the future will be created. Keep in mind that while many in-house therapy programs are capable of leveraging strengths and building long range strategic plans, there are also some therapy management companies which offer more than just management/operations support. These unique therapy management firms support customers with critical resources (e.g. marketplace expertise and data, niche clinical programming and marketing support, therapy software, operational and compliance guidance) to fortify efforts towards differentiating a facility's service line.

PAC providers will be well-served to leverage the strengths of their therapy services in an effort to create unique partnerships and enhance the potential for partnering with ACOs in the years to come. 🌱

The complexities of providing rehab services cannot be overstated; reimbursement, compliance and operational challenges can be daunting for many PAC providers.



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The Changing Face of Outsourcing: Its Advantages and Benefits

By: Joe Cuticelli, Vice President of Operations

By definition, the word outsourcing means “to purchase (goods) or subcontract (services) from an outside supplier or source.”

While once reserved for larger companies or organizations, today outsourcing is a viable option for businesses of every size and in just about every industry. As it specifically relates to the senior market, outsourcing has become a strategic solution for many resident communities, helping to meet the various challenges in today’s increasingly competitive marketplace.

As a primary decision maker in your organization, you address the needs of your residents and staff every day, all while handling the increased pressures of maintaining a financially sound senior community. Finding ways to continuously improve resident satisfaction, attract new residents and enhance the overall reputation of your community is no easy task. These objectives are even more difficult to achieve working within the existing parameters of your internal resources.

Outsourcing is an efficient and economical way for your organization to gain or maintain a competitive advantage in the marketplace. This is primarily accomplished through the assignment of non-core functions to an experienced partner, allowing you to focus on the core tasks critical to operational success. Many assumed pitfalls of outsourcing have been proven to be misconceptions about its potential negative impact on an organization, particularly given the quality and expertise of the various outsourcing partners available today.

Partnering companies understand that to succeed, they must address many of your needs beyond just cost savings. They realize that they must take a synergistic approach to providing service that goes well beyond the expectations of your residents and employees. They must use their experience to deliver on all promises, reinforcing your commitment to your residents’ quality of life.

Additionally, the support provided by outsourcing partners allows you to focus on your core business and overall mission.

Reputable outsourcing partners also understand the importance of maintaining your senior community’s mission while handling the transition with the deepest respect for your employees, their career concerns and desire for growth. Most of all, a quality partner will remain dedicated to achieving your trust, earned only by providing exceptional performance each day.

Terrence Gorman, chief executive officer of St. Luke Health Services, said: “It is critical for us to have services for our residents that meet or exceed their expectations. Equally important is to keep updated on the many changes in clinical requirements, coupled with budgetary and regulatory constraints. Our organization needs to work with people who have this expertise. The people of Sodexo understand that and have been able to customize solutions to meet our needs, making a difference for our residents.”

So let’s examine the key advantages and benefits of outsourcing.

Advantages

Cost Savings – Reducing operating costs is the most recognized advantage of outsourcing. In today’s challenging economic times, any solution that allows you to maintain quality without hurting the bottom line is worth exploring.

(See The Changing Face on page 10)

The Changing Face... (continued from page 9)

Industry Expertise – Outsourcing partners are experts in their respective areas of business, having the skills necessary to provide specific products or services.

Operational Efficiency – Outsourcing lets you tap into the processes, systems, tools and techniques developed by partnering companies who have the experience in their various support areas. This expertise will help streamline inefficient business processes, ultimately strengthening your enterprise. Additionally, the support provided by outsourcing partners allows you to focus on your core business and overall mission.


Talent Management – Finding skilled workers to achieve your goals and deliver on your mission is a growing concern. An outsourcing partner lets you capitalize on a skilled workforce while reducing your costs for training and employee development. Along with this, they are experienced in recruiting and managing their team members, reducing this burden on your organization.

Outsourcing is an efficient and economical way for your organization to gain or maintain a competitive advantage in the marketplace.

Innovation – A quality outsourcing partner will not settle for the status quo but rather constantly look for ways to enhance your senior community and give you a distinct advantage in the marketplace. These types of partners are also typically world-class service providers who foster a culture of innovation and technological advancement.

Beyond the advantages afforded an organization through outsourcing, a quality partner will deliver a number of added benefits and work with you to achieve your overall goals by:

- Focusing on enhancing your reputation as a quality provider of senior living services who cares about your residents, employees and the entire community.
- Motivating your staff to deliver exceptional service while also providing them with an opportunity for advancement and growth.
- Working to maintain a balanced budget while maintaining and strengthening your residents’ quality of life.
- Developing new and innovative ways to care for your residents while creating services that increase resident satisfaction.
- Dedicating themselves to increased productivity and operational efficiency.
- Providing superior programs and services as well as the marketing support to promote your community and attract new residents.

Change is a constant in the senior living marketplace, especially as it relates to the demands and desires of today’s seniors. For your senior community to remain competitive, you must stay ahead of your residents’ expectations, constantly adjusting and improving what you have to offer. Outsourcing is an excellent way to accomplish this goal. Yes, the face of outsourcing has indeed changed, but it has changed for the better and is now a viable solution worthy of your consideration. 

Meet Karen Lipson

LeadingAge New York, executive vice president for innovative strategies



LeadingAge New York commits to innovative strategies for members

LeadingAge New York is pleased to announce the addition of Karen Lipson to the new position of executive vice president for innovation strategies.

Karen will assist members in responding to the programmatic and fiscal changes arising from the Affordable Care Act (ACA) and the Medicaid Redesign Taskforce (MRT). She will also provide guidance concerning emerging models of payment, care and organization and the interplay of state and federal laws and regulations with those models.

One element of this effort will be the development of a research and planning strategy that will optimize LeadingAge New York's data, analytics and quality assurance capacity to help members leverage the opportunities arising from healthcare reform.

Through Karen's work, LeadingAge New York will provide members with guidance to support the development of care models and payment strategies that promote access to high-quality long term services and supports, sustainable funding streams, improved health outcomes and reductions in the overall cost of health care.

Karen Lipson is an attorney with almost 20 years experience in health care policy, having most recently worked at the New York State Health Department in the Office of Health Systems Management. Karen has also served as a counsel in the New York State Assembly and as an attorney with Manatt, Phelps & Phillips – a law firm with a national health care practice.

How do you see your new role with LeadingAge New York?

My role is to help members understand and adapt to the new models of care and payment arising out of the ACA and MRT. It's a time of tremendous transformation at a rapid pace. I want to help LeadingAge New York members to develop effective strategies that can be deployed during this time of transition and to understand the regulatory implications of those strategies. I want to look at what providers and plans in other states are doing and review the research to see what is working and what isn't. I will also work with Linda Spokane to make the best use of our data and analytics capacity and craft our own research agenda that will help to evaluate some of the models of care and payment that are being implemented.

An important piece of the innovations work is technology – health information, assistive and telehealth technologies. One of the areas I will be exploring is the development of financing strategies for the technologies that long term care and housing providers need to support the new models of care and payment.

What aspect of this role do you think will be the most exciting?

That is such a hard question because I think all of it is really interesting. Health care reform provides a tremendous opportunity to improve the quality of care and outcomes for the clients our members serve. For so long, our health care

(See Karen Lipson on page 12)

Karen Lipson (continued from page 11)

and long term care service sectors have been very fragmented. As a result of health care reform, we are now breaking down the barriers that have separated acute care, primary care, rehabilitative care, palliative care and long term care, as well as the creation of a more patient-centered and coordinated delivery system. However, the pace and extent of the transformation are creating significant challenges for providers and consumers. What's exciting is helping our members to seize new opportunities, overcome the challenges and shape that transformation.

How does your background lend itself to this role?

My legal training certainly helps me understand and interpret the laws and regulations that are shaping health care reform. I have been working in health care policy for about 20 years. I started in the State Assembly working for Jim Clyne as the Assembly majority's counsel for health and human services. My portfolio included the Health, Social Services, Mental Health and Aging Committees. That background in health, behavioral health, social services and aging policy is really helpful in terms of understanding the different sectors, breaking down silos and bringing together the various components that affect the quality of life of persons with disabilities and frail elderly New Yorkers.

After the Assembly, I worked for almost eight years at Manatt, Phelps & Phillips, LLP. While at Manatt, my work included representation of long term care service providers, managed long term care plans, mainstream managed care plans, hospitals and community health centers. I also represented consumer-oriented organizations that served persons with

As a result of health care reform, we are now breaking down the barriers . . . as well as the creation of a more patient-centered and hopefully holistic delivery system.

disabilities and the elderly. Again, I think the diversity of my experience helps me bring many different perspectives to my work here.

I spent the past five years at the New York State Department of Health, where I was the director of the Division of Policy in the Office of Health

Systems Management. Much of my

work there required connecting the dots among the various offices within DOH and between DOH and the mental hygiene agencies to develop policies that advanced public health, health care quality and the integration of physical health and behavioral health services. At LeadingAge, I hope to continue to promote linkages and coordination – this time among providers of long term services and supports, housing providers, managed long term care plans and other health care providers and payers.

Tell us a little bit about Karen Lipson, more from a personal sense?

When someone asks me about my personal life, the first thing that comes to mind is always my two kids. They are busy and keep me very busy. I like to be outside and take advantage of the Adirondacks and the Green Mountains for skiing and hiking. I also like to read – especially novels. Finally, I'm an avid fan of my husband's music. He plays acoustic guitar and sings with a band that performs at various venues around Albany. 🎸

Health care reform provides a tremendous opportunity to improve the quality of care and outcomes for the clients our members serve.

Meet Gregory Poole-Dayan

Jewish Home Lifecare, Bronx Division



Gregory Poole-Dayan has been a leader in long term care for more than 17 years, having served in the role of director of nursing for 10 years and then as administrator for the past two years. Greg earned his Bachelor's Degree in Business Administration and Master's Degree in Nursing at McGill University in Montreal. As a fellow in the inaugural Leadership AAHSA class of 2007 (now the LeadingAge Academy), Greg learned the power of reflective leadership in transforming practice, and that we are all lifetime learners.

Why do you work in this field? What motivates you?

My daily motivation comes from helping to ensure the well-being of both the elders who we serve and the staff who work hard every day. Our elders deserve our utmost respect and honor for the contributions they have made throughout their lives. And our staff, which has an incredibly difficult job at times, deserves our support and guidance in helping them do the best they can- everyday. When I get up every morning, our elders and our staff are my inspiration.

What experiences in your life led to your career choice?

I was close to my grandparents growing up, especially my maternal grandmother. However, all four of them died in a short period of time when I was in elementary school – and I greatly missed having that intergenerational contact. When I started my university studies, I volunteered for a program that provided visits to the home bound elderly. For several years, I visited two elderly women on a weekly basis – they had no family and few friends – and I was their main contact and support. I connected one to a visiting nurse program, and from the nurse who came to her house, I learned about the profession. When I discovered that I could do something that I loved to do, and get paid for it (!), I enrolled in the nursing program at McGill. It was the best decision that I ever made.

Our elders deserve our utmost respect and honor for the contributions they have made throughout their lives.

I believe the key to success in any career is having good mentors.

Who were the influencers in your life? Did you have a mentor or a person who significantly affected the direction of your career or life?

I believe the key to success in any career is having good mentors. They can come from our professional, as well as our personal lives, and additional ones keep emerging as we grow. My parents continue to be my mentors – they wanted me to be self-sufficient, but have always been there for me when I needed them. They taught me the value of being independent, yet the need to connect with others for support.

(See Gregory Poole-Dayon on page 14)

Gregory Poole-Dayan

(continued from page 13)

Another strong mentor for me was one of my nursing professors in University. She was a huge and consistent patient advocate, and she instilled in me the value of person's autonomy and the concept of personhood – that we are there to support, guide and be caring to our patients, but not to act paternalistically and make decisions for them.

As well as mentors, I think we need to surround ourselves with “loving critics” – people that you can rely on to tell you like it is, even when it may be difficult for you to hear. Only by having, and listening, to these critics can you become a better leader and person.

What things in life feed your soul? How do you keep your life balanced?

My family keeps me grounded. When I come home at the end of the day to my partner, my kids, and the dog, it is like I enter into a new world, where I am able to separate from the stresses and issues at work. As well, I enjoy curling – exercising, competing and socializing on a team, doing something completely different than I do at work. This “away time” with family and friends allows me the opportunity to actively and passively reflect and maintain perspective, which then makes work decisions easier and, ultimately, better for everyone.

Tell us a little about what makes you unique?

I'm not quite sure how to answer this – some of my friends and colleagues would say that it is a good thing that I am unique – that one of me is enough!

Do you have a BHAG (Big Hairy Audacious Goal) for 2013?

Having just started in a new, large facility with 800 residents and over 1,000 staff – my goal for the year would be to get to know as many residents, family members and staff members' names as possible. Only by connecting to the people you serve can you truly be of service to them. 🌱

With more than 160 years of experience as a not-for-profit elder care system, Jewish Home Lifecare provides a broad spectrum of care and serves as a resource on concerns of aging for elders and caregivers in the New York City area. The Bronx Division consists of a skilled nursing and rehabilitation facility for 800 residents, elder day care, 3 low-income HUD senior apartment buildings, 295 units of moderate income senior housing, and is currently constructing a 72-unit Assisted Living building for low-income seniors.



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The Power of Collaboration

Ami Schnauber, director of government relations, LeadingAge New York

You've likely heard the phrase "it takes a whole village to raise a child." While former First Lady and Secretary of State Hillary Clinton popularized that phrase in America through her book *It Takes a Village*, it is believed to stem from an old African proverb. If you take a close look at the state's aid to schools you would likely conclude that it takes an entire state to raise a child.

School aid makes up the largest portion of the New York State budget, at nearly 30 percent. Year after year the governor and legislative leaders celebrate the increases they make to school aid, while simultaneously boasting about the "savings" or cuts they have made to Medicaid and other health care programs.

It's actually not surprising that the largest portion of the state budget grows every year. Not when you consider the vast number of students, families, teachers, school administrators, school boards and community leaders across the state all rallying for increased school aid funding. Collectively, they offer millions of voices urging legislators to support their local schools.

If you think about it, there is no reason that long term care funding couldn't achieve the same success. After all, we've got our own consumers, families, employees, administrators, board members and community partners across the state. The only difference is that we have not yet effectively united around the same message.

And we certainly have a message – and we clearly make an impact in communities across the state. In its 2012 report, IMPACT: services for the elderly and disabled – an economic powerhouse, LeadingAge New York highlighted the importance of not-

Imagine the impact we could have if everyone collaborated to ensure adequate funding for aging services so that our frail elderly and disabled had access to quality care and services.

– Ami Schnauber

for-profit aging services providers to the vitality of communities across the state. Some key findings:

Nursing homes support more than 176,000 jobs.

Long term care providers pump some \$30 billion into New York State's economy.

Every dollar spent on long term care triggers a multiplier effect through aging services providers' vendor relationships and employee spending in their local communities.

Surely, your organization's success – or failure – affects the lives of your consumers, their families, your employees and your vendors. Imagine the impact we could have if everyone collaborated to ensure adequate funding for aging services so that our frail elderly and disabled had access to quality care and services.

Many years ago, when I was a staffer in the New York State Assembly, a community college president came to Albany to advocate for increased funding for higher education. He brought along with him a team of students, professors and local business leaders – including the Chamber of Commerce. They offered a powerful and compelling message about the importance of the college to the community at

large. Of course, we certainly had heard from students and professors about their concerns with the state budget, but having the business owners in the room

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Long term care providers pump some **\$30 billion** *into New York State's economy.*

The Power (continued from page 15)

along with them, talking about how important the college was to their community was very persuasive – and effective.


LeadingAge New York is here to provide the political strategy and messaging necessary for an effective advocacy campaign but ultimately, our success depends on the grassroots advocacy efforts of our members. You have access to the people we need to replicate the strategy employed by the public education community – you just need to begin cultivating them. How do you do that?

- Begin building a grassroots network of consumers, families, employees, administrators, board members, vendors and community partners.
- Educate them now about your organization's needs and the importance of their participation to help

Nursing homes support more than **176,000 jobs.** *make it thrive. Make sure they know how dependent*

- your organization is on state funding.
- Introduce them to LeadingAge New York's advocacy resources and share our legislative updates with them.
- Ask them to join you for a meeting with your legislators or host a luncheon for all to participate.
- Put together an advocacy team to engage during next year's budget battle.
- Use this time now – in between state legislative sessions – to lay the groundwork needed for successful advocacy.

And take advantage of your resource in Albany – LeadingAge New York – for ideas, information and hands-on support.

The reality is that "it takes a village" to provide care for our elderly too. Families and caregivers are struggling every day to ensure that our frail elderly and disabled have access to quality care and services at the end of their lives. Aging services providers are in the perfect position to pull this entire community of individuals together to be a collective voice for adequate funding for Medicaid and aging services. 

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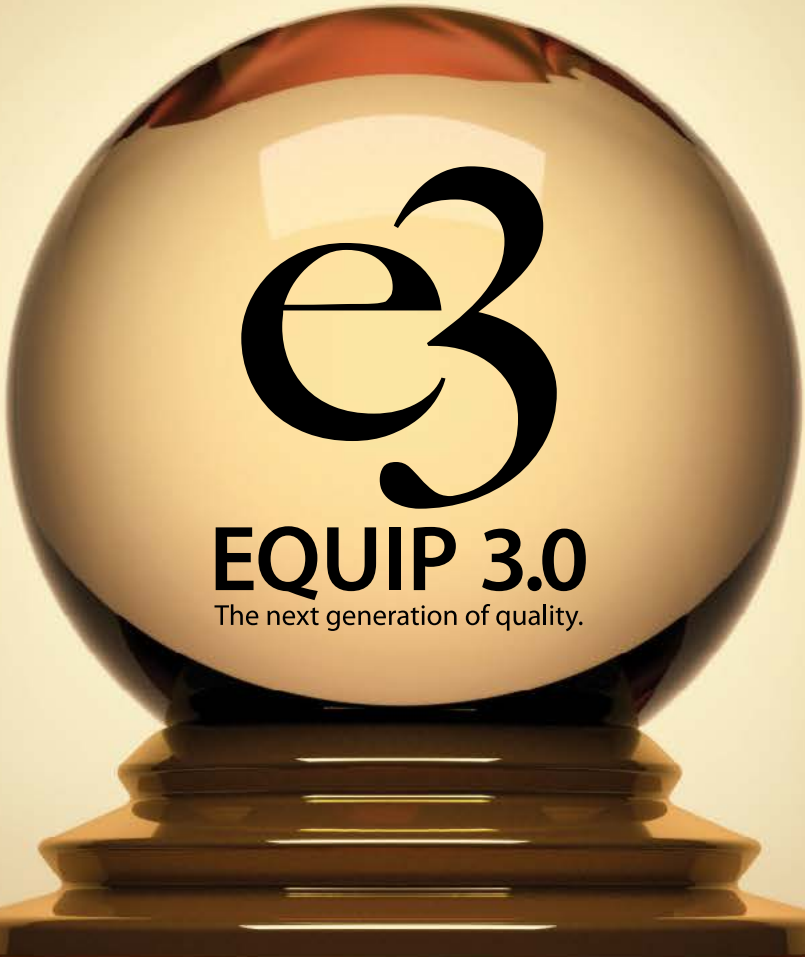
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Feature
Senior Care Renovations – You Can Get There From Here

By John W. Baumgarten, architect, RA, AIA, NCARB, LEED AP

Every Architect wants to design a new building but for most Senior Care Centers, it might not be politically or fiscally feasible to contemplate new construction.

Almost every Long Term Care (LTC) owner or administrator would like to add a new program or service to enhance resident quality of life and create a stronger enterprise. Most will tell you that their building is tight for space and that their renovation budget is even tighter. As senior care architects, that is the quandary we are constantly challenged to overcome. A good strategic plan followed by a thoughtful renovation is our answer.

This first step is to identify and prioritize a set of strategic planning goals. Setting very general goals such as “improving our census” or “creating a homelike environment” is a common misstep. These are of course the ultimate goals, but you need to identify specific strategies to get there.

“Providing more resident amenity areas” and “creating a fine dining program” are two possible strategies to create a home-like environment. Adding a respiratory, bariatric or dementia unit is certainly a way to improve a senior center’s census. Whatever your specific goals, you must make a firm commitment to them to achieve a successful outcome.

A key ingredient in the success of any LTC alteration is the selection and involvement of an LTC architect who specializes in the renovation of senior care facilities.

A key ingredient in the success of any LTC alteration is the selection and involvement of an LTC architect who specializes in the renovation of senior care facilities. LTC facility design requires a thorough knowledge of specific governing codes, specialized systems/equipment and an understanding of the physiology and varying acuity levels of seniors. As with any endeavor, you need to work with the right people.

We have found that bringing the Architect “in early” in the planning process is an important first step. Our clients frequently ask us to be their strategic planning partners during the goal-setting stage, allowing us to test the feasibility of a concept from the perspectives of constructability, code compliance and cost.

Once specific planning initiatives have been identified, the architectural and engineering team must undertake a spatial and infrastructure survey to gain a thorough understanding of the existing conditions in the areas to be altered. This knowledge base allows a design to “go with the flow” of the infrastructure, avoiding potentially expensive relocations. We like to call this process “creating an aesthetic surplus”. In other words, the construction dollars saved by designing with the existing infrastructure instead of against it can be applied to aesthetics, giving clients more bang for the buck.

Armed with a design program and a road map of the existing conditions, the schematic design phase can almost begin. Our experience has taught us that when altering a LTC center, “how” is as important as “what”. In other words, the design approach must have a good phasing strategy at its core. For example, it may be necessary to create swing/temporary space before a given area can be renovated. If this is not clearly identified for prospective contractors/bidders, it will most often lead to cost overruns during construction.

(See Senior Care Renovations on page 19)

Senior Care Renovations...

(continued from page 18)

The next step is establishing a realistic preliminary budget estimate. A seasoned LTC architect should have real-time cost data to draw from based on projects they have completed which are similar to yours. Since a phasing plan and a study of the existing conditions have both already been done, the preliminary cost estimate will relate to your building's physical situation, instead of being calculated in a vacuum. As an owner or administrator, you have an important role to play in the budgetary process. You and your vendors must identify the costs of "owner provided" systems and equipment such as telephone, data, medical and business equipment and furnishings. Failure to account for the cost of furnishings, fixtures and equipment (FF&E) will lead to a "cost surprise" further down the road.

So, you have an LTC architect, design program, existing conditions knowledge base, budget and a phasing strategy in place. Now you can start the schematic design phase.

Working with an experienced health care contractor is just as important as working with a seasoned LTC architect.

Schematic design should be a collaboration between client and architect. User group sessions between departmental end users/stakeholders and the architect are a critical first step. This is where the design professional gains a detailed understanding of programmatic priorities, spatial interrelationships/hierarchies and specific FF&E requirements for each service area being altered and/or relocated.

First draft floor plans are a byproduct of the user group process. Plans are reviewed, altered and ultimately approved by stakeholders. This allows the project to move forward into the design development (DD) phase.

The DD phase brings the architect's engineering and interior design sub-consultants into the picture. Preliminary mechanical, electrical, plumbing, fire protection and structural drawings are brought to a 30 percent completion level. At this early stage, any significant coordination issues with the floor plans and infrastructure can still easily be addressed. Any required floor plan changes are made and are again approved by stakeholders. During DD, initial interior design concepts will be presented. The goal is to make basic material selections so these costs can be factored into the project budget (specific colors/manufacturer selections will come later).

At the end of the DD phase, the preliminary budget is tested to make sure the project remains on-track. If required, modifications to the 30 percent level drawings are made to eliminate any budget variance. With approval by all stakeholders, the project moves into the construction documents (CD) phase.

In the CD phase, drawings are developed to construction level. These are the documents (drawings and specifications) that a contractor will use to build the project. These same drawings are filed with and approved by the local building authorities having jurisdiction. The budget is again tested at the 60 percent completion level, after final interior design colors, materials and fixtures have been selected.

Once CDs are completed and approved by the local building agencies, the project can be bid/awarded and the construction can begin. As we all know, renovating an occupied senior care facility is not easy. However, since a phasing strategy was developed early, a good road map should already be in place.

(See Senior Care Renovations on page 20)

Senior Care Renovations...

(continued from page 19)

Working with an experienced health care contractor is just as important as working with a seasoned LTC architect. Your contractor should be familiar with JCAHO interim life safety standards and should be comfortable working with your nursing, housekeeping and maintenance staffs to establish a daily "working rhythm". The phasing plan will establish swing space needs, dust/construction partition locations and when HEPA filtration fans are needed. However, it is the contractor's execution of the plan that will allow construction to proceed steadily and safely even during your annual survey.

Altering your senior care facility can seem daunting. You can "get there from here" by establishing and committing to specific goals, bringing in a seasoned LTC architect, being an active partner in the design and development process, working with an experienced contractor and drawing upon the experience and passion of your staff.

For more information about senior care renovations and what we can do for you, contact John W. Baumgarten of John W. Baumgarten Architect, P.C. at 516-939-2333.

Our clients frequently ask us to be their strategic planning partners during the goal-setting stage, allowing us to test the feasibility of a concept from the perspectives of constructability, code compliance and cost.

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KPS Connections: Students and Seniors Learning From Each Other

“When my daughter was in the 4th grade, I wanted her class to have the opportunity to participate in an intergenerational program with our residents,” recounts Julie Chetney, Senior Living coordinator, but because her school (Kingsford Park) was across town and too far to walk, transportation costs were an obstacle. We came up with an idea of letter writing as a way to share experiences and memories, as well as build friendships.”

Each year, students in Patty Dixon’s fourth grade class and residents at Bishop’s Commons form a close relationship on paper through a program called KPS Connections – an intergenerational pen pal program. The students and residents write about everything from hobbies to current events. Dixon noted, “My students are often amazed at the things they have in common with their pen pals. They share stories, pictures, drawings and cards. It has had a great impact on my students and me.”

The program is now in its fourth year and continues to be a wonderful experience for residents as well as students. Some students have continued to write even after the school year ended, and some have visited over the summer!

At the end of each year, a field trip is organized for a fun-filled day of activities for students and their senior pen pals on site at Bishop’s Commons. After getting off the bus, the day starts for seniors and students with hugs and gifts. Then they participate in a group activity with a focus on learning and sharing life experiences. Students also tour the residences and visit apartments. They can even look across the Oswego River to see their school in the distance. The day culminates with a barbeque to share lunch and conversation.

KPS Connections was made possible by a mini-grant funded by the Oswego City-County Youth Bureau. The end of the year field trip and activities are supported by the Bishop’s Commons Resident Council, the students’ fundraising efforts and local community organization sponsorship. Otherwise the cost is minimal; pen, paper and time! 🌱

Letter from the daughter of a Resident who participated in the program:

My mother had said nothing to me about having a pen pal - not unusual, as she is forgetful. But I stopped by on Friday to deliver her mail during lunch and met Haylee. The food smelled so good and everyone seemed to be enjoying themselves. I asked Haylee if she was having fun, which she was. I didn’t stay long - had to return to work.

Today, I stopped in to see my mother to bring her to church.

That was when I noticed the handmade card from Haylee and learned that they were pen pals. My mother had questions about her house in Florida that I just sold (my father died a year ago and in January I moved my mother here, where I was born and raised. I am an only child and she has no other family). Financially, my mother has had a huge adjustment, not to mention the emotional changes she has been through in the last few months. This conversation was a little stressful, so to change the mood I asked her to tell me about her pen pal, Haylee.

My mother lit up! She became very emotional (usually the only emotions are anger or disappointment, so her tearing up surprised me).

She told of the letters that she and Haylee shared and how Haylee had remembered my mother’s story of the one room school house. She told how Haylee had written her name on the back of the card with words corresponding to the each letter. My mother spoke of being on the balcony looking down as the kids left and how Haylee turned around, looked up and said, “Goodbye Lois!” Sharing this, my mother said to me, “I had forgotten how wonderful it was to have a fourth grader.”

Overcome with emotion, my mother started to hyperventilate. So we stopped and she sat on a couch before heading downstairs to my car. Instead of going to church, my mother decided she rather sit outside until lunch. While that visit with my mother was strange for me, it wasn’t filled with the need to leave right away in fear that she would yell at me or find disapproval in something I said or did.

Although I have never had a strong, loving relationship with my mother (I was Daddy’s girl), the visit from Haylee and the letter-writing sparked something in my mother. The short time I spent sitting out front with her today was pleasant - that has not happened in years, probably since I was in fourth grade.

Why am I telling you this? To lead up to a huge Thank You for sharing your students with the residents and bringing them so much joy.

I am sure you are aware of what the kids learned while writing these letters and having pen pals with older adults, but I wanted to be sure you knew how this lesson you taught to fourth graders affected one resident of Bishop’s Commons and also created a pleasant visit one Sunday morning.

Inspire

Letter From the Teacher:

My fourth grade class is partnered with residents at Bishop’s Commons for a pen pal program. This is the third year of our involvement. The intergenerational programming has made an impact on my classes and myself.

Through our pen pal program students are given the opportunity to have conversations with someone who has experienced life to its fullest. Both the students and the residents make a new friend.

Our writing topics range from holiday traditions to what life was like when the older pen pal was a youngster. My students are often amazed at the things they have in common with their pen pals. We share stories, pictures, drawings, cards and time with our elderly friends. We ask questions of one another and gain insight into each other’s lives.

When I asked my students what they gained by participating in a program such as this some of their responses were:

“I didn’t know writing could be so much fun!”

“I can’t wait to hear from my pen pal”

“My pen pal is 100!”

“When I write to my pen pal I feel like she is part of my family”

Last year, we had the opportunity to visit our pen pals at Bishop’s Commons. As the bus approached the building I heard one female student remark, “I want to live there when I’m 40!” It was priceless!

This year, the highlight (so far) was when some of the Bishop’s Common residents took a bus trip to our school and surprised us with their visit and chocolate chip cookies. They were delicious! It was truly a memorable moment!!

In closing, I want to express my gratitude to Julie Chetney, the staff and residents at Bishop’s Commons for allowing my students to participate in a such worthwhile program. It brings generations together and puts happiness in our hearts.

Patty Dixon

4th Grade Teacher, Kingsford Park School



a new view on aging

In the fall of 2012, the management team of Heritage Ministries identified that more outreach into the community was needed. After numerous discussions and ideas, a new program was launched: A New View On Aging. This program focuses on new trends for seniors, helping them to live good, productive and healthy lives. This specialized program is presented in an interactive format with the audience. The format provides a new and innovative way for seniors to see themselves as part of the 21st Century.

The program is designed and presented by Senior Housing Consultant Sandy Ahlgren and Heritage Ministries Marketing Manager Chris Anderson to local senior groups in the Chautauqua County area.

The fun and interactive presentation dispels the old myths of growing old. Sandy and Chris interact with participants about their ideas and beliefs and seek to disprove the old “wives tales” about seniors and growing old. New, updated terms describe this energetic group called Baby Boomers! This generation of seniors is vibrant, involved and tech-savvy. This generation has blazed a pathway their entire lives – changing societal views on everything from schools, housing and healthcare to leisure time, adult education and retirement. Boomers have generated this New View On Aging!

Boomers are confident with modern technology – smart phones, e-readers and iPads. This generation is also wide-eyed and enthusiastic to learn, whether in a traditional classroom setting or through educational videos on the web.

As the Baby Boomer generation looks to renew, revitalize, rekindle, reclaim and rejoice in retirement, they want more time to enjoy what is most important to them. This generation responds by taking action to enhance the quality of their lives, to enjoy their retirement.

In addition to dispelling the old myths of aging, the presentations also highlight the importance of balance and daily exercise. The benefits of healthy eating and regular exercise are discussed and Sandy demonstrates specific exercises for balance, stretching and even dancing with a pillow to your favorite song.

Today’s seniors are engaged members of their communities. Many are still working, but more are volunteering and sharing their gifts and expertise. Giving back to their community is paramount. There is continued productivity, connectedness and emotional resilience in this group of 21st Century retirees.

Chris and Sandy also have a bi-weekly column, A New View On Aging, in the *Jamestown Gazette*. The column is devoted to insights and lifestyles of today’s seniors. They have also utilized the power of the internet to start a blog, www.anewviewonaging.com.

Since inception, A New View On Aging has been successfully received by the community. Sandy and Chris have presented to a number of senior groups the area. In addition, they have received unsolicited requests for the presentation – all good signs that the program is well received in by community.

Through deliberate branding of A New View On Aging, the Heritage Ministries seeks to become the “go to” resource for senior living in the Chautauqua County area. 🌱



Students from the Floral Park-Bellerose School

are challenged to devise new ways to improve the quality of life for seniors by helping them continue to be independent, engaged and connected in their communities.

Following their discussions with Parker’s residents, patients and Parker’s physical and occupational therapists, the students developed two innovative solutions for senior mobility: The “Basket Buddy,” to assist seniors with grocery shopping; and the “Brite-N-Sight,” a colorful hand grip for assistive devices. The teams won 1st place awards for Project Research and Robot Design at the Long Island FLL Championship Tournament. 🌱

Student’s develop Robotic Solutions for Senior Mobility at Parker Jewish Health and Rehabilitation, Queens

Students from the neighboring Floral Park-Bellerose School District, as part of their research into age-related issues, visited Parker to learn about aging and rehabilitative therapy and observe demonstrations from Parker’s Physical and Occupational Therapists.

Members of the First Lego League (FLL) Robotics team saw first-hand how Parker’s Therapists help seniors restore and maintain their quality of life – solving such issues as mobility, keeping in touch and staying fit. The students took what they learned to the International Robotics Competition, in where students ages 6 to 16, from 60 countries,



A Partnership for Generations

A part of Longview since its inception in 1998, the Head Start classroom on Longview’s campus was created to achieve the dual goals of meeting a local need for income-sensitive preschool instruction and providing opportunities for meaningful interaction between Longview residents and an appropriate age group. Tompkins Community Action, Inc. has been an enthusiastic and cooperative partner in reaching this goal by locating one of their federally-funded Head Start classrooms on the Longview campus. From the day it opened, the Head Start classroom has been abuzz with vitality, and the children bring their energy to all areas at Longview, participating in activities with residents like craft projects, physical activities and literacy-based programs like story-telling. 🌱



A Partnership for Learning

Longview, an Ithaca Community, has enjoyed a rich and varied partnership with neighbor Ithaca College since its very beginning. Students from all the schools, including the School of Humanities & Sciences (home to the Gerontology Institute and the Aging Studies Program), complete internships, fieldwork and volunteer countless hours on the Longview campus.

In turn, Longview residents audit classes, use such campus facilities as the library and outdoor pool and attend many performances and programs at the College. In a typical semester, two dozen faculty members, 5-10 staff members and some 300 students from 20 majors at Ithaca College interact with nearly 200 residents in 40 different activities at Longview.

Christine H. Pogorzala, MS, Assistant Professor, Aging Studies, Ithaca College/Longview Coordinator said: “Through my work as the College’s Coordinator for the partnership, I have had the privilege of working closely with many outstanding individuals from both communities, including IC faculty, staff and students and Longview residents and staff. In particular, I am constantly amazed to see the relationships that form between the students and the elders at Longview. They truly learn from, as well as with, each other.” 🌱



Never Too Old to Enjoy the Prom

As told by Jackie Kennedy Saddler, CNR

Fancy clothing, pictures, music, dancing and fun! Spring marks an exciting time for students as they anticipate their proms and other formal dances. But why does it have to end with school? As Jackie Kennedy Saddler's daughter moved toward high school graduation and began to help organize her prom, Jackie saw how excited her daughter became as she dreamed about all the bells and whistles. Could this type of excitement and anticipation also be there for seniors? Jackie wanted to find the answer.

A task force was created consisting of about 30 community seniors representing various senior centers and organizations that serve seniors. They jumped on the idea. As the group began to talk, Jackie saw the same excitement evolve she had seen with her daughter. From this spark of excitement, an annual tradition has evolved at CenterLight Health System in the Bronx.

A lot of planning goes into this event each year. It takes staff, the Senior Taskforce and many volunteers to make it a reality. The event is funded by CenterLight Health System and many very generous sponsors.

Organizers advertise heavily and work with the local senior centers to promote the event. They create and distribute fliers and other mailings. A Senior Taskforce meets monthly for health education and is a great recruitment source. For those who have been to the Senior Prom it is a chance to reminisce; for newbies a chance to anticipate the fun.

The event has grown tremendously. The first year there were about 150 participants and this year they

expected more than 1,000. In fact, it had to be moved from the space in the Beth Abraham auditorium to a new, larger space located at Co-Op City in the Bronx.

Planning begins in January each year for the June event starting with choosing a color scheme. A Prom King and Queen are also chosen in advance by asking interested seniors put their name in the hat. Names are then drawn from the hat. Choosing the King and Queen in advance provides opportunity for advanced

(See Senior Care Renovations on page 20)



Never Too Old...

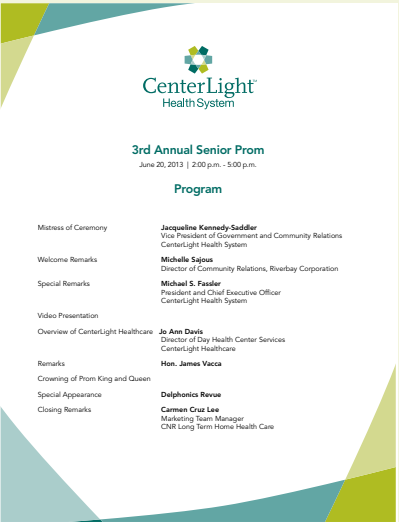
(continued from page 25)

public relations and promotion. It can also allow for the lead time to pamper them. One year a sponsor gave the Queen beautiful jewelry to wear with her dress and treated her to a Mary Kay make over. The 2013 King is James McKenize and Queen is Bernadette Satterfeld.

On prom day, the room is decorated, tables are covered with tablecloths and there are flowers and balloons. Finger foods, cake and other refreshments are served. And the coup de grace- the entertainment and dancing. Traditionally a DJ would spin tunes and some seniors would sing or perform. The 2013 event marked the first year a full band, the Delfonics Review, a favorite of many of the party-goers, played. The seniors enjoy the music and dancing so much, they don't want to leave!

And there's more. Everyone has a date, either mixed couples or good friends teaming to form a couple. For those without a date, an intergenerational spin is added when local high school students escort them down the red-carpeted runway and give their date a rose, all as the photographer captures the action.

Jackie learned the resounding answer: 18 or 80 the prom experience is thrilling!



Students and Residents Celebrate Prom Season

Joanna Jewett, Director of Marketing, Communications, and Public Relations

The Centers at St. Camillus recently held the fourth Annual Senior Ball, an intergenerational event. Under the direction of the St. Camillus Recreation Services Department, and school staff member Patty Schramm, 25 students from Bishop Ludden School and several St. Camillus residents dressed up "to the nines."

The students made corsages for the residents and Mike the DJ entertained and played music enjoyed by the students and residents alike. They danced to standards of the big band era but also did the "chicken dance" and many other fun dances.

There was even a king and queen. Bob Kocher was crowned Senior Ball King and Helen Clukiewicz was crowned Senior Ball Queen.

A wonderful time was had by all at what has become an annual community event. Mary Ellen Steele, Director of Recreation Services and Rhonda Henderson from Bishop Ludden have formed a partnership to coordinate these efforts for The Centers at St. Camillus and Bishop Ludden.



From left: Jacqueline Coley enjoys a turn on the dance floor with Ryan Lantry while Natalie Sablowski dances with John Maher at the fourth annual senior ball.

Generation Outreach



Seniors and senior issues are familiar to Emma Hyatt because her mother, Linda Spokane, works in the aging field as director of research and analytics at LeadingAge New York. Through her mother, Emma learned about an amazing iPod therapy program (featured in the [summer 2012](#) issue of LeadingAge New York *Adviser*) that had been launched at a handful of nursing homes around New York. She decided it would be a good idea to start a club at her school, Saratoga Springs High School, to help elders in her hometown to participate in this innovative program.

Emma followed the school process for establishing a club by filling out the necessary paperwork and bringing the idea to the School Board for approval. A large part of that process was finding a teacher to serve as club adviser and they found a gem in her tennis coach, Mr. Tim O'Brien. Once they secured commitment from Mr. O'Brien to advise, they crafted club goals and how the club would help the community.

Next, they made a formal presentation to the Board of Education for approval. Once approved, they needed to get their ideas together, form a plan and get the word out.

"One of the bigger things that they had to decide was the name of the club," Mr. O'Brien said. "They landed on 'Generation Outreach.' It really speaks to what they are trying to do with this generation connecting with the other generations."

To date, Generation Outreach has brought in 20 iPods and donations to help purchase more iPods and individual music selections. This program is truly an altruistic endeavor. The students receive no extra credit and the club is purely voluntary. It's simply a group effort to make people's lives better.

This program took leadership, initiative and legwork and the hard work of getting the club started is done. These dedicated high school students have made it a bit easier for another school, or facility working with a local school, to replicate this model. 🌱

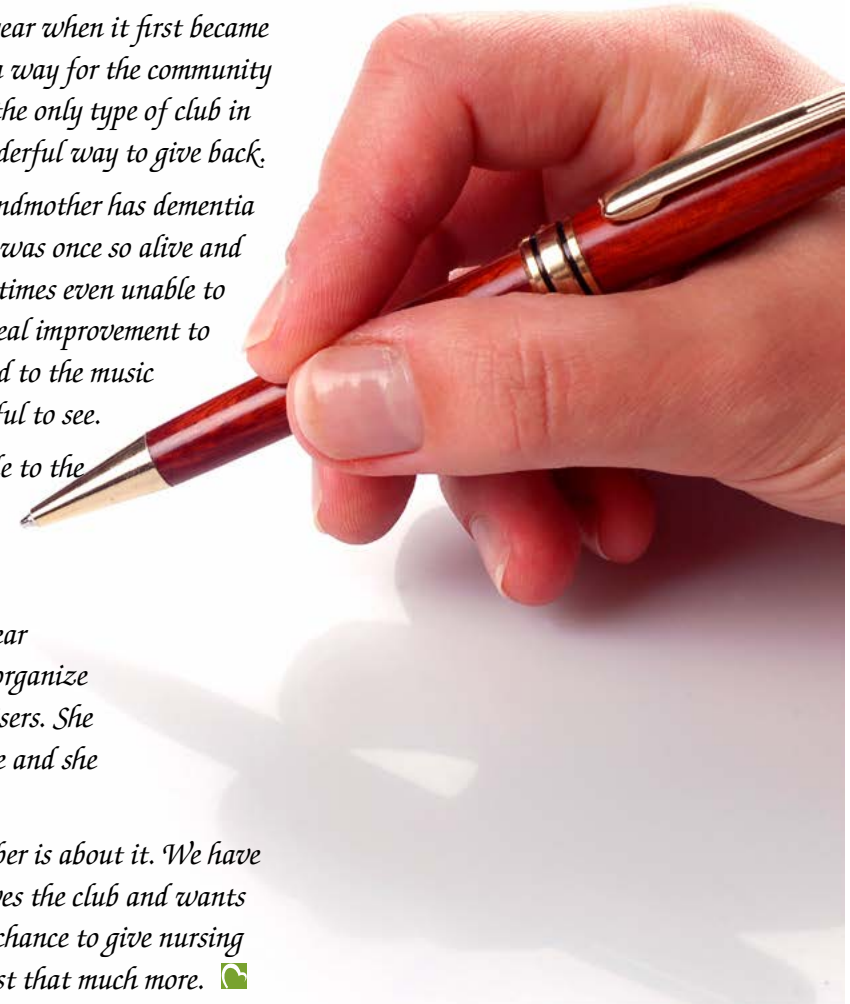
Essay by Zoe Rydzewski, Club Generation Outreach, Saratoga High School

I joined Generation Outreach at the beginning of my junior year when it first became a club, I thought to myself, this club is unique and provides a way for the community to help the elderly who have Alzheimer's and dementia. It's the only type of club in the school that provides help for these people and it is a wonderful way to give back.

The club also strikes a personal note with me because my grandmother has dementia and currently resides in a nursing home. To see someone who was once so alive and bright, unable to remember how to say certain words or sometimes even unable to remember her family is – heartbreaking. The music provides real improvement to their lives and the videos of some patients who are introduced to the music shows them just lighting up immediately and that is wonderful to see.

The club fundraises and collects donations of iPods to provide to the Wesley nursing home. The club has a fantastic adviser, Mr. O'Brien, who is passionate about the club, keeps us on track and helps us sort out all our ideas. I have seen Emma Hyatt take on a larger role of leadership with the club this year and it has made the club that much better because she helps organize and put together many of the donations and also the fundraisers. She keeps all the club members thinking of new ideas of fundraiser and she herself stays in contact with the nursing home.

I think the best part of the club is how passionate each member is about it. We have no one who doesn't want to be there every day. Everyone loves the club and wants to see it succeed year after year. I hope the club provides the chance to give nursing home patients music and that it will brighten up their life just that much more. 🌱



Interview



Adviser staff, Kristen Myers and Kathie Kane recently interviewed Emma Hyatt and two other club members. The following is an excerpt of that interview.

When you started the club did you think you were going to collect iPods to give to residents at The Wesley Community?

We had it in the back of our mind that we were going to work with a nursing home and the Wesley Community was the closest. We looked to get donations from the school and planned to give them to an organization called [Music & Memory](#), a non-profit foundation that, according to the web site, "brings personalized music into the lives of the elderly or infirm through digital music technology, vastly improving quality of life." This foundation was founded by Dan Cohen.

We decided it would be a good idea to bring the Wesley Community into the process so we approached them and they liked the idea. We work with Fran Cronin, director of leisure activities at the Wesley Community. We had the Wesley Community work it out with Dan Cohen because there is a process involved for the nursing homes to establish an effective program. That is why they worked directly with Music & Memory. The school club concentrated on getting the iPods

(See Interview With Emma Hyatt on page 28)



Interview...(continued from page 27)

What a typical agenda for the club's meetings?

We spend most of our time talking about ideas for fundraising and getting the word out. So far we had a candy cane sale that wasn't very successful and a bake sale where we raised around \$70.

Did you set a fundraising goal?

We set a goal of 100 iPods. While we didn't collect 100 we did raise enough money to purchase the rest, if that is how many are needed.

How did you advertise it to other students?

We made posters and put them around several of the school buildings.

How did you go about collecting the iPods?

We set up donation boxes around the school main offices, reached out to other district schools including Maple Avenue Middle School, Greenfield Elementary, Geyser Road Elementary and Lake Ave Elementary.

Were there criteria established for accepting iPods in terms of the type, condition, etc.?

Yes, we will accept all used but working iPods, but no iPhones.

Was there music already on the iPods and did you have to clear it?

No, the Music & Memory program takes care of it.

(See Interview With Emma Hyatt on page 29)



Interview... (continued from page 28)

Do you know if all of the iPods you are collecting go to your local nursing home?

We will be giving them directly to Wesley and then they have Music & Memory get them ready for use. All the iPods we donate are workable and we can purchase others to make sure all at Wesley has one.

Since this program works best with personalized music, will you also use some of the funds to purchase iTunes cards for to set up resident’s iPods with a custom music library?

That is a possibility. We won’t be involved with forming the individual music library but we could put some of the funds raised toward that purchase.

How have you marketed the project to the community?

Mr. O’Brien: “When Emma first came to him to form the club, they did a press release to *The Saratogian*.”

Did you get any exposure through the press as a result?

Both *The Saratogian* and *Spotlight News* ran a piece and there was material on the district website and in the district newsletter.

Will you do this again next year?

Yes, we’d like to try it with another nursing home. Our goals for next year are to raise more money, help staff with libraries and maybe even move toward collecting iPads.

Will you continue this project over summer?

We’d love to keep going or establish some kind of drop center during summer, perhaps at the School District’s business office. 📍



Generation Outreach Club Members with their advisor

From left: Tim O’Brien, Sophia Nelson, Sara Willner-Giwerc, Emma Hyatt, Absent: Erinn Mangona, Hannah Pendergast, and Zoe Rydzweski.



Wesley Community and Saratoga High School Bring Music to Seniors

A knock at the door or a phone call can mean good things at the Wesley Community in Saratoga Springs. One day, Emma Hyatt from the Generation Outreach Club at Saratoga High School reached out to Activities Director Fran Cronin to see if they were interested in receiving the donated iPods that the club had been collecting. Through the Club, Fran was also connected with Dan Cohen of the non-profit organization [Music & Memory](#) to guide the implementation of a resident-based iPod therapy program.

Many staff, residents and families were abuzz about the [viral video of Henry](#) distributed by Music & Memory. “It’s interesting how this all started coming together,” said Fran. “First the video-of Henry was passed around and not long after that Emma contacted us. With planning already underway, a gentleman happened to walk into Administrator Dutch Hayward’s office because he had seen an article about the music and was interested in it for his father. He became the first Wesley resident to use an iPod.”

To effectively implement the program at Wesley, Fran formed a committee. Nurse buy-in would be vital to effective adaptation because the nurses and assistants would be the ones to dispense the iPods. Early in the planning process they decided that it would be used as part of Wesley’s varied alternative therapy strategy. A variety of alternative strategies are used including music, art, writing and Reiki to keep residents on the unit longer. Personalized music would be another piece.

The committee was particularly interested in using the iPod to reduce resident agitation, restlessness and falls. It would be part of the care plan and would be “dispensed” like a medication by the nurses or certified nursing assistants as part of the care strategy for residents after approval of the family. Typically, they are used an hour before lunch and dinner, though in time Fran hopes for more spontaneity to meet resident’s needs.

(See Wesley Community on page 30)



From left: Emma Hyatt, Zoe Rydzewski, Sara Willner-Giwerc, Sophia Nelson and advisor Tim O’Brien, Front: resident Rosaleen Moran.

Wesley Community... (continued from page 29)

The committee worked with Dan Cohen to figure out how to implement the therapy. Staff members were educated by him and were provided with templates such as the letter to families. Wesley staff researched and designed their own rating sheet using nurse-centric verbiage. It lists behaviors normally observed along with a rating scale similar to the pain scale already in use. LeadingAge New York’s *Adviser* Spring 2012 issue, which highlighted many of the iPod therapy programs around the state, was also used for initial education of staff.

Implementation was most easily facilitated on the floor of the nurse who was on the committee because staff had access to a lot of helpful information. That nurse’s floor consistently has four people using the iPod therapy. Nurses are really good about giving feedback as to whether it works or not for their residents. They let Fran know how it’s working. That feedback is important.

The process for start-up with a resident can be slow. Once it’s determined that the iPod therapy might help the resident, a letter goes out to the relevant family contact. After a few days, if there is no word from the family, staff contacts them to discuss it. Then the music needs to be researched and acquired because personalized music is integral to success. Though the nurses have already been educated, a refresher is given each time a new floor is added to remind the people implementing of key points, for example, that giving a resident an iPod loaded with another person’s music library is ineffective.

The goal is to have four iPods in use per unit for a total of 36 at any given time. There are currently 10 residents using the iPod therapy. It’s already clear that it’s most effective for folks with cognitive or behavioral issues. Finding the right music is the key. “I have a great technical support group,” said Fran. “Some work on the care plans and others load the music and deal with the technical aspects of the iPods. It’s a new activity and the staff love researching the music and loading the iPods.”


They have been fortunate to find some good collections of WWII genre and 50-60’s hits. One resident’s preference, as described by her daughter, is Christmas music. Due to cognition issues, time is irrelevant so this type of music is a mood elevator whenever it’s played because it seems to bring with it happy memories.

The process is worth the end result. There have been enough positive results in the first two months that nurses are starting to recommend candidates for the program. The groundswell is building internally. In the long term, Wesley will look at ratings over time for all the alternative therapy strategies. “I have examples of how other programs have audited alternative therapy and we will embark on it soon,” says Cronin. “It’s only been two months since start of program. We need a little more

data before we audit but want to use the data they have it is looking pretty positive.” Success stories include

- One resident who doesn’t speak but now smiles and is more alert during and after listening to her personalized music library;
 - Another resident who was heading downhill fast when she came through the door is more responsive and uses more words after this therapy;
 - A third resident loves it so much she wants to keep it on longer; and,
 - Last, one more-oriented resident was leery at first of the new technology. When it was placed on her head and she heard her music, she became excited about the “oldies” and her mood improved immediately.
- Of course this strategy doesn’t work for every resident, each time. For some, it can increase agitation in general and for others it will work if they keep it on but sometimes that is not possible.

“This has been a terrific partnership with the high school,” says Cronin. “We are so thankful the kids brought this wonderful program to the Wesley Community.” 📍



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LeadingAge New York’s 2013 Awards Showcase

The annual awards program recognizes the very best leaders, volunteers and innovative practices from New York’s non-profit, mission-driven providers of care, service and housing that contribute their time, energy and professionalism to the field of aging. The annual awards are sponsored by Cool Senior Care Insurance Program.

Lawrence E. Larson Memorial Award of Honor

LeadingAge New York’s highest award honors the late Larry Larson, the association’s first chairman, and pays tribute to his distinguished service, dedication and foresight in aging services. The award is given to a member who has made outstanding contributions to the field and is a recognized leader at the state and national level with a reputation for humanitarian achievement and professional vision.

Betty Mullin-DiProsa, president/CEO, St. Ann’s Community, Rochester

James W. Sanderson Award

This award, named for the late Jim Sanderson, LeadingAge New York’s longtime counsel and friend, honors personal leadership and commitment by a New York State resident devoted to the field of long term care and employed by a not-for-profit long term care organization.

Maureen E. McClusky, executive director, NSUJ Stern Family Center for Rehabilitation, Manhasset

Carl S. Young Award

This award honors Carl Young, past president of LeadingAge New York, for his enduring, passionate advocacy for the aging. It is given to an active LeadingAge New York member who has demonstrated exceptional advocacy and leadership on behalf of aging services, commitment to advancing the association’s legislative goals and actively encourages others to advocate for the elderly.

Karen Brannen, CEO, Jefferson’s Ferry, South Setauket

Thomas Clarke Memorial Award

Also known as the Young Administrator Award, this honor memorializes the work of the late Tom Clarke in long term care administration. It recognizes personal integrity and professional dedication in the next generation of administrators; nominees must be age 40 or younger.

No Awardee

Professional of the Year

This award honors a long term care professional’s contributions to the well-being of the elderly or chronically ill in his or her community. It is open to any long term care professional from across the spectrum of care who demonstrates civic involvement as well as professional dedication, accomplishment and field expertise.

John Rabbia, PT, DPT, MS, GCS, CWS, CASPH, director of performance excellence, Visiting Nurse Association Homecare (VNA)

Joan Healey, Daughters of Sarah Nursing and Rehabilitation Center, Albany

Innovation of the Year

Programs that improve the quality of service and utilize creative problem-solving are the types of initiatives this award celebrates. Innovative approaches to care and services for the elderly are a hallmark of mission-driven organizations, and this award recognizes programs that stand out because of their creativity, vision and success.

Awards Showcase (continued from page 30)

Technology and Psychology Open World of Possibilities for Residents - Center for Nursing and Rehabilitation

Using Social Media to Engage Resident Family Members - Longview, an Ithacare Community

Cardinal Health Partnerships IPA, LLC - Cabrini of Westchester, St. Joseph’s Hospital Nursing Home, Schervier Nursing Care Center and Bon Secours Charity Health System

Trustee of the Year

This award is bestowed on those who have served unselfishly and with distinction on the board of trustees of a LeadingAge New York member organization. The selection committee looks for significant contributions of time and effort toward the betterment of his or her organization and the people it serves or service to the elderly and infirm.

Jerry Landsberg, Parker Jewish Institute for Health Care and Rehabilitation

Fred Lowenfels, Jewish Home Lifecare

Robert Rose, Long Island Home/Broadlawn Manor

LeadingAge New York Employee of Distinction Awards

The Long Term Care Employee of Distinction recognizes the extraordinary dedication of direct service and indirect service staff from around the State. Perhaps the nominee has positively affected the quality of life of those served or has significantly improved a service/ program, or perhaps it’s the manner in which the nominee displays a strong commitment to their organization. Whatever the reason, this award celebrates the many who dedicate themselves to caring for others. The Employee of Distinction Awards program is sponsored by LeadingAge New York Services. There are up to 18 awards presented each year, two for each region.

CAPITAL REGION

Lisa Bauer & Meighan Anson, environmental services assistants, Marjorie Doyle Rockwell Center/The Eddy

HUDSON VALLEY

LouAnn Spiess, housekeeper, Glen Arden, Inc., Goshen

Patricia Tinston, clinic and employee health nurse

Cabrini of Westchester (St. Cabrini Nursing Home)

Dobbs Ferry

LONG ISLAND REGION

William Kelly, plant operations manager, Our Lady of Consolation Nursing & Rehabilitation Care Center, West Islip

(See Awards Showcase on page 34)



Karen Brennan



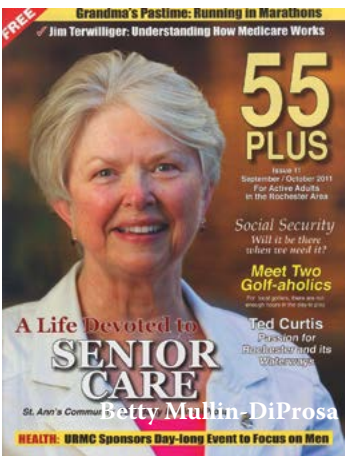
John Rabbia



Joan Healey



Maureen McClusky



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Awards Showcase (continued from page 32)

Peter Cacioppo, director, rehabilitation, North Shore - LIJ Stern Center for Rehabilitation, Manhasset

NEW YORK CITY

Kristen O'Grady, music therapy clinical training coordinator, Elizabeth Seton Pediatric Center, Yonkers

Kathleen Knight, manager program development congregate care, Visiting Nurse Service of New York, New York

Anne Canadea, director of resident services, Flushing House, Flushing

ROCHESTER REGION

Debra Lyda, director medical home and community based services, Unity Health System-Home and Community Based Services, Rochester

Rebecca Streeter, licensed practical nurse, Wayne County Nursing Home, Lyons

Tracy Miconi, RN, nurse manager, Lakeside Beikirch Care Center, Brockport

SOUTHERN TIER

Lisa Dupree, social worker, Good Shepherd Village at Endwell, Endwell

Christa Webb, director of social services, Good Shepherd, Fairview Home, Binghamton



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Cyber Insurance: The New 'Must-Have' For Senior Living Facilities?

By: John Snow, Senior Vice President, Cool Insuring

If current trends continue, so-called Cyber insurance just may take its place alongside Workers Compensation, Professional Liability, General Liability, Fire, and Auto in the core commercial Property & Casualty (P&C) package.

That means a business would be foolish to open its doors without it.

As reported recently in *The Telegraph*, hacking, data security breaches and computer viruses are costing small companies more than \$1.2 billion dollars annually. In other words, a long term care facility is increasingly more likely to have a network security breach than a fire.

The reason is simple: Virtually every healthcare facility breathes on its information technology (IT) applications, databases and computer systems to collect very important and highly sensitive data from patients and their family members for medical billing. Indeed, for long term care, the IT and data assets are critical to the business – just as paper records have been critical since the enterprises began.

As more and more facilities are realizing, this reliance on IT creates a hornet's nest of risks that can result in crippling losses which conventional, turn-of-the-century P&C insurance coverages won't respond to. This calls for a new category of coverage.

The new risks

On one hand is the issue of first-party losses such as business interruption caused by a flood or a fire in a server room, or malicious hacking by a disgruntled employee or a cyber-crook half a world away.

Traditional P&C might help replace some of the lost hardware or compensate for physical damage to the data center. But coverage for the onerous costs of restoring data, reinstalling software or for the lost revenue, can be excluded or very limited since most standard P&C policies typically exclude such type of losses.

Perhaps even more ominous are the all-new liability exposures inherent in IT operations. A raft of relatively new regulations and legislation makes long term care facilities responsible for safeguarding the personal and confidential data they collect as part of everyday operations: credit card numbers, financial transactions, medical history, credit information and other sensitive data.

The regulations – ranging from HIPAA for health care information to Sarbanes-Oxley and an array of state laws – provide stiff penalties for companies that mishandle data, permit leaks or unauthorized access, or otherwise fail to safeguard sensitive information. Conventional insurance doesn't address these liabilities and penalties at all.

There is also the risk of being sued by third parties for somehow allowing – or failing to prevent – unauthorized access to sensitive information.

Recent examples include the theft of a laptop containing sensitive information

(See Cyber Insurance on page 36)

Cyber Insurance... (continued from page 35)

from a facility employee's car and another incident where a flash drive containing employee information was lost outside the facility.

The increasing threat

Criminals, terrorists and others are beginning to recognize that the real Achilles heel of today's companies and organizations is the IT side. You want secrets? Sensitive data? Inside information? Forget the guns and cloak and dagger and instead hack the databases and the network. To hurt or cripple a facility, crash its website or shut down its billing systems.

The insurance options

Since common P&C coverage doesn't respond to most IT and privacy-related losses – and in fact are specifically excluded in most forms – major carriers and specialty insurers are now offering an array of Cyber products designed to address the critical gaps.

These Cyber products – usually called Network Security and Privacy Liability policies – tend to vary significantly from carrier to carrier as the markets try to discern what provisions and terms prove most attractive to customers at different levels of risk. It's similar to where Employment Practices Liability Insurance was just a few years ago.

(See Cyber Insurance on page 38)

... new regulations and legislation makes long term care facilities responsible for safeguarding the personal and confidential data they collect as part of everyday operations ...



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— Cyber Insurance

(continued from page 35)

The Network Security and Privacy Liability policies generally are designed to address first-party risks and third-party liabilities, sometimes in the same policies, sometimes separately.


First party coverage typically includes:

- Business Interruption
- Data Restoration
- Cyber Extortion Payments
- Crisis Management Expenses
- Media/Intellectual Property
- Regulatory Actions
- Expenses to Notify Affected Parties
- Expenses to provide credit monitoring
- Forensic costs to determine how the breach occurred
- Transmission of a virus/worm
- Loss or damage to an organization's own network – e-theft

There is also the risk of being sued by third parties for somehow allowing – or failing to prevent – unauthorized access to sensitive information.

The third-party side usually addresses liability arising from network and information security, privacy liability and electronic media.

In designing insurance coverage, agents and facility management should start with a thorough assessment of potential risks and vulnerabilities of the existing systems and then secure the appropriate insurance coverage. Network Security and Privacy Liability Insurance is just another important component of a risk management strategy in today's business environment.

For more information about Cyber Insurance contact John Snow at Cool Insuring Agency, 784 Troy-Schenectady Road, Latham, NY 12110, 800-233-0115 or email John at: jfsnow@coolins.com. 

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Member News

Awards & Achievements

Bon Secours New York Health System Promotes Dominic D'Ambrosio to Administrator at Schervier Nursing Care Center

Bon Secours New York Health System (BSNY) announces the promotion of Dominic D'Ambrosio to Administrator at Schervier Nursing Care Center, specializing in long term and rehabilitation care in the Riverdale section of the Bronx. D'Ambrosio joined Schervier in June 2009 as vice president and associate administrator.

In his new position, D'Ambrosio serves as the administrator of record for the 364-bed skilled nursing and rehabilitation facility. He is responsible for the nursing, social services, rehabilitation and recreation therapy departments, and oversees the areas of clinical reimbursement, admissions, laboratory and pharmacy services, as well as facilities management, dietary, laundry and housekeeping.

"Dominic has proven to be a key leader of our executive team, by continuously making contributions that significantly benefit the residents and staff of our nursing care center, as well as the community as a whole," said Carlos G. Beato, CEO of BSNY. "I am confident that with his extensive knowledge and breadth of experience in senior healthcare management, the leadership he provides in his new position will help us to enhance our service of excellence."

A Staten Island native, D'Ambrosio graduated from Ramapo College of New Jersey with a Bachelor of Science degree in Psychology and a minor in Gerontology, in addition to earning a Master of Science degree in Gerontology from Hofstra University in Hempstead, NY. D'Ambrosio is a licensed nursing home administrator in New York and New Jersey, a certified aging services professional and an Eden Alternative associate.

"As a true believer in the mission and core values, this is a very exciting time for me as I continue advancing in my career with Schervier," said D'Ambrosio. "I look forward to continuing to providing good help to those in need and to making a positive impact on our staff and our residents."

Community at Brookmeade Graduates 27 Staff From "Hand in Hand" Class for Dementia Care

The first class of 27 staff members from Community at Brookmeade graduated from the "Hand in Hand" program on April 26. The ceremony took place in the Baptist Home Chapel. The Community at Brookmeade plans to certify all of its staff members in this training program. The entire nursing staff and the ancillary services staff will be included. This program is only recommended but is a valuable training tool which has been accepted as a standard by the Community at Brookmeade.

"Hand in Hand" was generated by the Centers for Medicare and Medicaid Services (CMS) as a teaching tool which is recommended to long term care facilities. CMS is the agency which oversees long term care in the United States. Section 6121 of the Affordable Care Act of 2010 requires CMS to ensure that nurse aides receive regular training on caring for residents with dementia and on preventing abuse.

"The mission of the "Hand in Hand" training is to provide nursing homes with a high-quality training program that emphasizes person-centered care in the care of persons with dementia and the prevention of abuse." "Hand In Hand" is a six module program which teaches staff how to be with the resident and to establish a human connection. This is a paradigm shift from previous teachings which emphasized reality orientation, a process which often caused more confusion among those diagnosed with dementia.

(See Noteworthy on page 40)

The staff learns about what used to be labeled "behaviors" in the population diagnosed with dementia and how every action has a reaction, those reactions often brought about by surroundings. For example, a resident who "wanders" every afternoon at change of shift might in fact be noting that staff is going home, surmise that they work in the same place as the staff do and they need to also go home. Once that situation is clarified, the staff can provide the resident with a diversion activity which will allow staff to leave the unit and go home and not upset the resident.

The staff will learn the diagnoses which must be present for the resident to be diagnosed with dementia and for the reversible and irreversible causes of same.

The "Hand in Hand" program leader is Carol Ryan, RN, BSN. She has a BA in Education from State University at Albany and a BS in nursing from Hartwick College. Carol has worked in both the acute care settings and long term care settings. She joined the Community at Brookmeade last April as director of community staff development.

St. Johnland Wins at the Golden Games

Ten residents from St. Johnland Nursing Center in Kings Park participated in the 10th Annual Suffolk County Golden Games held at St. Joseph's College in Patchogue. Teams from twelve nursing facilities across the county competed in five different events at the all-day athletic competition. St. Johnland's team, which practices for many months to develop competitive skills, took part in team and individual contests and brought home a bronze medal in volleyball.



Lorally Palarpalar is Named May's "Values in Action" Award Recipient at Schervier Nursing Care Center

Bon Secours New York Health System's Schervier Nursing Care Center, specializing in long term and rehabilitation care in the Riverdale section of the Bronx, proudly announces Lorally Palarpalar as its May 2013 Values in Action award recipient.

The prestigious Values in Action award is presented monthly to recognize an individual who embodies the mission of Schervier and exemplifies Bon Secours' core values, namely delivering superior quality care and service to each resident with compassion, respect, integrity and justice. Palarpalar, the nursing manager of the second floor at Schervier Nursing Care Center, was selected for the award by her peers for the exceptional care she provides its residents and patients, and the outstanding service she delivers to residents' family members.

"Lorally's clinical knowledge and passion for the care that she provides, enhances the lives of our residents and inspires her colleagues to emulate the quality of service she provides," said Stephen Kazanjian, Director of Mission at Schervier. "She is a true leader and asset to our management team."

A Values in Action ceremony was held in honor of Palarpalar on June 6, 2013, to honor her and recognize her accomplishments. She was presented with a certificate of excellence, along with a small gift on behalf of Schervier by Kazanjian.



St. Johnland Nursing Center Recognized for Quality Improvement Efforts

St. Johnland Nursing Center in Kings Park has been recognized with a 2013 IPRO Quality Award. The award recognizes organizations and professionals that demonstrate a commitment to improving the quality of care provided to New York's Medicare beneficiaries.

IPRO is the Medicare Quality Improvement Organization (QIO) for New York State, and the awards were given during their 29th Annual Meeting.

(See Noteworthy on page 41)



From left: IPRO Quality Improvement Specialist Dan Yuricic; St. Johnland Assistant Administrator Deanna Baez; St. Johnland Board Chair Trudy Calabrese; St. Johnland CEO & Administrator Mary Jean Weber; IPRO SVP & COO Harry Feder



“St. Johnland Nursing Center has demonstrated significant improvements in the care it provides, as a result of a collaborative and focused effort,” says Clare B. Bradley MD, MPH, senior vice president and chief medical officer, IPRO. “We thank St. Johnland for their commitment to improving the health of New Yorkers.”

St. Johnland Nursing Center received the IPRO Quality Award because leadership engaged all members of the staff and the families of residents in the goal of becoming a restraint-free home. Their efforts resulted in the elimination of all physical restraints in use at the nursing center.

Wartburg Announces Two New Board Members; Thomas P. Benson and Judy Williams

Judy Williams, commissioner of human resources for the City of Mount Vernon and Thomas P. Benson, independent director and audit committee chairman of Key Brand Entertainment were recently appointed to the board of directors of Wartburg, a senior service continuum that serves Metropolitan New York and is located in Mount Vernon.

For the past year and a half, Ms. Williams has been commissioner of human resources and the key advisor on employment and personnel issues to the Mayor, management and City Council Members of Mount Vernon. She also served as director of affirmative action and Compliance to the City of Mount Vernon for 13 years, prior to which she served as executive director of the Human Rights Commission in Mount Vernon for two years. Ms. Williams is the organizer of Arts on Third, which is Westchester’s largest arts and entertainment festival.

Prior to his current executive position, Mr. Benson served from 2004-2012 as executive vice president and chief financial officer of Core Media Group, the owner of leading entertainment brands, including American Idol and So You Think You Can Dance television properties, and the Elvis Presley estate, including Graceland. He also served in executive positions at FXM, Inc and SFX Entertainment, Inc. Mr. Benson is president of the Board of the Long Island Lutheran Middle & High School.

Amsterdam Nursing Home Announces Staff Changes

The Amsterdam Nursing Home Corporation announced the retirement of Flor Nebres, vice president of nursing on July 5, 2013 after 33 years of service. Harlan Ragay has been appointed to the position of director of nursing.

Happenings

Innovative Program Introduces Seniors to Digital Age and Increases Engagement in Riverdale Community

Bon Secours New York Health System’s Schervier Nursing Care Center, specializing in long term and rehabilitation care in the Riverdale section of the Bronx, reports increased engagement and satisfaction among its senior community since receiving a \$5,250 grant from the Verizon Foundation, to partner with See You Link, Inc. in July 2012. Since receiving the grant, Schervier Nursing Care Center and Schervier Apartments has launched its Virtual Care Program to improve patient care for seniors and disabled adults by providing them access to healthcare information and workshops, and technology training to improve their overall quality of life.

Schervier’s campus has witnessed great success in introducing its seniors to the digital age and teaching them how to use the technologies to keep them connected to family members

(See Noteworthy on page 42)

and loved ones. The grant has made email and utilizing the Internet for Skype conversations, picture sharing memories, and Facebook possible for many residents and tenants who have never previously been exposed to the technologies. Schervier proudly reports that its seniors who take advantage of the program are leading happier and healthier lives.

The grant enables Schervier’s staff members to deliver vital healthcare information, remain updated on news and current events, connects residents with their loved ones and conveniently provides links for residents and tenants to virtually participate in Internet activities and attend workshops provided by New York City agencies, including Riverdale Senior Services, Bedford Park Senior Services and the Allen Pavilion. Some workshops made possible through this innovative program include meditation, medication readiness, diabetes awareness, Living with Arthritis and Earth Day planting activities.



LeadingAge New York News

LeadingAge New York Engaging Human Resource (HR) Staff

A new initiative is underway at LeadingAge New York. Human resources directors at member facilities are talking together through a new HR list serve, managed by Ellen Quinn, LeadingAge New York’s HR director. Quinn’s goal is to bring HR professionals together to share information and policies, raise questions and offer solutions to issues they face each day, including the changing landscape of employment law, healthcare reform and the often burdensome regulations they face.

“We all can benefit by learning from the successes and failures of our colleagues. Sharing best practices, talking through different approaches to issues and just bouncing ideas off colleagues are invaluable tools that HR professionals from LeadingAge New York’s diverse membership can now take advantage of in a very easy way,” Quinn said. HR members across the state are engaged in the list serve and Quinn hopes to continue building the network and expanding the opportunities.

In addition to the list serve, LeadingAge New York is sponsoring an HR education program on October 10th at the Latham office. Offered at minimal cost, a line-up of employment and healthcare attorneys will speak about emerging issues with healthcare reform; how to recruit using social media platforms; wage and hour compliance and other topics.

“This is another way to help our members and provide valuable information that can be applied on the job, while also providing credits toward their PHR, SPHR or NAB certification”, Quinn said. Look for additional information about the HR education program in the coming months. Any members interested in joining the HR List serve should email Quinn at equinn@leadingageny.org.

Workplace Wellness Going Strong at LeadingAge New York

For the second year in a row, a large percentage of LeadingAge New York’s staff has embraced a wellness initiative to get them moving, grooving, eating healthy and tracking their lunchtime walks using pedometers provided by the wellness committee. Since the program’s inception, staff has participated in wellness lunch and learns; enjoyed healthy meal preparation workshops and fresh produce deliveries to the office; competed in lunchtime walking programs, corporate run/walk events and boot camps – with prizes for the winning staff teams. Each year, the movement challenge is kicked off with a healthy barbeque on-site full of green salad, fruits and veggies and yes, a few burgers and dogs with the chicken!

This year the purchase of an AED unit for the office prompted eight staff to receive CPR certification training. In addition, an organization-wide ergonomics assessment resulted in the purchase of “stand up” desks, a few new chairs among other low cost items geared to make staff more ergonomically comfortable in the workplace.

(See Noteworthy on page 43)





The culmination of our wellness year ends with a wellness fair held on-site with the vendors we have partnered with throughout the year. Chair massages, healthy food tastings and flu shots are available for staff. "Movement challenge" winners are announced, prizes are given and we end it with enjoying a delicious, healthy lunch together. To learn more about starting a wellness program at your facility, contact Ellen Quinn at equinn@leadingageny.org.

Welcome New Primary Member

Orchard Grove Residences

Welcome New Associate Members

Leann Day, Best Bath Systems

Jennifer Kilgore, Deer Oaks Behavioral Health

Joe Prasad, Philips Lifeline-Senior Living

Peter Schermerhorn, Health MEDX

John Wood, Derive Technologies

Welcome New Affiliate Member

Academy for Leadership in Long Term Care

Upcoming Conferences and Educational Events

Sept. 10-12, 2013

Financial Managers Annual Conference

The Otesaga Resort Hotel, Cooperstown,

Nov. 13-15, 2013

Directors of Nursing Services Conference


Directors of Social Work Conference

Sagamore Resort, Bolton Landing

June 16-18, 2014

Annual Conference and Exposition

Saratoga Hilton Hotel and Conference Center, Saratoga Springs

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