

State Of Seniors Housing Report Issued

Assisted living residences with Alzheimer's services lead the way in annual median total revenue per occupied unit or bed, at \$49,576, followed by continuing care retirement communities (CCRCs), at \$44,842, according to a recently released report, "The State of Seniors Housing 2006."

Comparatively, occupied units or beds in independent living communities with assisted living generated \$34,911 annually in revenue, according to the report.

Seniors housing categories surveyed in the 14th annual report published by the American Seniors Housing Association include independent and assisted living communities, skilled nursing facilities (SNFs), and CCRCs.

The 2006 report revealed healthy median occupancy rates, with CCRCs leading the way, at 94 percent, followed by independent living communities, at 93.8 percent, and assisted living residences, at 90.7 percent.

The report summarizes 2005 operational data, which was collected from a survey of 462 seniors housing communities located throughout the United States.

Labor remains the largest major expense for seniors housing, especially for assisted living residences and CCRCs. The highest nonlabor-related expenses for all seniors housing communities surveyed included raw food, utilities, and management fees. Compared with last year's report, median property/liability insurance expenses remained similar for both independent living and CCRCs, yet decreased markedly for assisted living residences without Alzheimer's units (\$901 to \$765). The median property/liability insurance increased appreciably from \$753 to this year's \$1,002 for assisted living residences with an Alzheimer's component.

To obtain a copy of the report, visit www.seniorshousing.org, click on bookstore.

Phase 2 Dementia Care Guidelines Support Restraint-Free Practice

The Alzheimer's Association recently issued dementia caregiving guidelines concerning wandering, falls, and physical restraints that recommend that staff avoid using physical restraints to stop residents from wandering or falling.

The Alzheimer's Association and 24 other groups, including NCAL, produced the Phase 2 guidelines. The guidelines promote individualized approaches to care, based on a literature review of studies conducted in the three topic areas.

"Findings suggest that any strategies will be enhanced and can help to foster safe mobility among residents with cognitive impairment if they tailor the approach to the individual resident's needs, abilities, and preferences," said Jane Tilly and Peter Reed of the Alzheimer's Association, who conducted the literature review that provided the basis of the care practice guidelines.

The guidelines are categorized into three sections, with each section containing basic information to increase staff's understanding of the behavior and promote effective communications with the individual who has dementia. Recommended care practices include comprehensive assessments and care planning that can be changed to meet the individual's needs and abilities. In addition to caregiving techniques, the guidelines also include recommended changes to facilities' environments such as creating activity zones or providing visual cues that are meaningful to a resident to keep the individual from entering other residents' rooms.

Wandering is explained as a behavior that may be an expression of a basic human need, such as a need for

Phase 2, continued on page 6

Inside Focus

2. News: CDC Reports Abundance Of Flu Vaccine

2. News: NCAL Elections For 2006/2007 Term

5. Research: Agency Gauges States' Interest In Rating System

6. Operations: ALF Providers May Need Federal Identifier

8. People

CDC Reports Abundant Flu Vaccine Available

The Centers for Disease Control and Prevention (CDC) has announced that influenza vaccine manufacturers expect to distribute more than 100 million doses of influenza vaccine between September and early January 2007.

Manufacturers have begun shipping this season's influenza vaccine. The more than 100 million doses are at least 17 million more than had been distributed in the past and about 19 million more doses than were distributed last year.

Although the best time for vaccination is before the influenza season typically begins—October and November—

CDC is recommending that vaccinations can still provide protection if administered to an individual in December or later since the influenza outbreak typically does not peak until February or later.

CDC's Advisory Committee on Immunization Practices recommends that influenza vaccine be offered through the flu season, even after influenza has appeared or begun appearing in a community.

Vaccine Information Statement

Since Jan. 1, 2006, health care providers are required to give a Vaccine Information Statement (VIS) to any adult or child being vaccinated with a vaccine. The VIS is available at www.cdc.gov/nip/publications/VIS/.

Offering influenza and pneumococcal vaccines to residents of assisted living facilities and employees is also highly recommended. Medicare covers both vaccines for Medicare beneficiaries.

CDC regularly updates its influenza vaccine information materials on the following Web site: www.cdc.gov/flu/whatsnew.htm.

NCAL Elects Board Of Directors, Officers

NCAL's newly elected executive officers and 14 "at large" board directors have already begun their 2006/2007 term after being installed at the AHCA/NCAL 57th Annual Convention & Exposition in San Antonio held in October.

NCAL's executive officers for 2006/2007 are:

- Chair—Van Moore, senior vice president, Westcare Management, Salem, Ore.
- Vice Chair—Marj Shell, owner/administrator, Fall Creek Retirement Village, Pendleton, Ind.
- Secretary—Howard Groff, president, Tealwood Care Centers, Bloomington, Minn.
- Treasurer—Nicolette Merino, vice president of operations, Chelsea Senior Living, Summit, N.J.

The at-large directors were voted to two-year staggered terms beginning October 2006. In order to create a staggered election process, seven of the

2006/2007 directors are serving a one-year term. The remaining seven were elected to a two-year term in accordance with NCAL's bylaws.

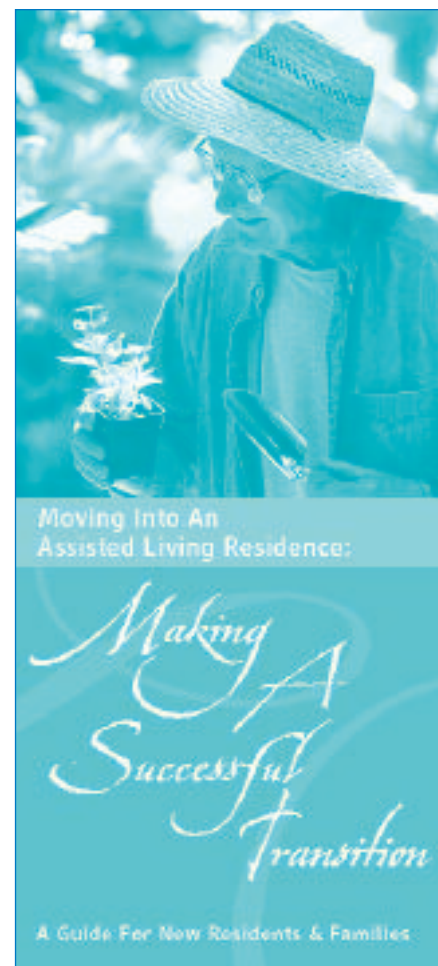
NCAL's at-large board members who will serve a one-year term are:

- Nancy Andrews, director of housing and assisted living, Valley Memorial Homes, Grand Forks, N.D.
- Jim Birchem, president/chief executive officer (CEO) ElderCare of Minnesota, Bemidji, Minn.
- Ruth Channels, assisted living services coordinator, Medicalodges, Coffeyville, Kan.
- Michele Donahue, campus manager, Century Park, Mesa, Ariz.
- Pat Giorgio, president/CEO, Evergreen Estates, Cedar Rapids, Iowa
- Dean Solden, president, Solden Development Co., Chelsea, Mich.
- Faun Spencer, owner, Steven's Residence, Minnetonka, Minn.

The following board members will serve a two-year term:

- Deb Choma, nurse administrator, Shard Villa, Salisbury, Vt.
- Vickie Cox, executive director, Heritage at Dover, Del.
- Jeffrey Hyatt, owner/chief operating officer (COO), Hyatt Family Facilities, Yakima, Wash.
- Christian Mason, chairman/CEO, Vigilant Corp., Woodburn, Ore.
- Mike Shepard, executive director/CEO, Davis Life Care Center, Pine Bluff, Ark.
- Jan Thayer, owner/CEO, Riverside Lodge Retirement Community, Grand Island, Neb.
- J. Michael Williams, vice president/COO, AdCare Health Systems, Springfield, Ohio.

During prior years' elections, the board members were appointed through a regional system. The appointment system changed last year after NCAL changed its bylaws and election guidelines to align with AHCA's new governance structure.



REAL HELP AND ADVICE FOR NEW RESIDENTS FROM THOSE WHO HAVE MADE THE TRANSITION.

"Moving Into An Assisted Living Residence: Making A Successful Transition" is a 16-page booklet that is filled with advice from assisted living residents who pass their experience on to future residents. The brochure is intended to provide guidance for new residents, families, and friends on how to prepare for moving into a facility and how to cope with the emotions associated with transitioning into assisted living.

The NCAL's Consumer Relations Committee synthesized residents' responses to an NCAL-developed questionnaire that was circulated to member facilities nationwide. The result is a brochure with a unique viewpoint. Never before have assisted living residents' personal experiences with transitions been gathered and compiled to help new residents as they move into residences.

The booklet was developed with seniors in mind. Larger type and senior-friendly colors make it easier for seniors to read. Topics include:

- Privacy Concerns
- What to Bring to Your New Home
- Making the Emotional Transition

Sold in packages of 25

Product #1483
Member \$21.95
Non-member \$24.95

CATALOG #	ITEM DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
1483	Making a Successful Transition			
NCAL SHIPPING FEES				
PRICE RANGE	SHIPPING FEE			
\$0.01 - \$10.00	\$2.50			
\$10.01 - \$30.00	\$5.00			
\$30.01 - \$100.00	\$9.00			
\$100.01 - \$150.00	\$13.00			
\$150.01 - \$200.00	\$17.00			
\$200.01 - \$275.00	\$20.00			
\$275.01 - \$350.00	\$25.00			
\$350.01 - \$450.00	\$30.00			
\$450.01 - \$550.00	\$37.00			
\$550.01 - \$650.00	\$45.00			
\$650.01 - \$750.00	\$53.00			
\$750.01 - \$850.00	\$70.00			
\$850.01 - \$950.00	\$83.00			
\$950.01 - \$1,200.00	\$100.00			
\$1,200.01 - \$1,500.00	\$125.00			
\$1,500.01 - \$1,800.00	\$140.00			
\$1,800.01 - \$2,200.00	\$155.00			
\$2,200.01 - \$3,000.00	\$175.00			
\$3,000.01 and above	10% of order subtotal			
		SUBTOTAL MERCHANDISE		
		DC (5.75%) and MD (5%) ADDRESSES ADD SALES TAX		
		SHIPPING & HANDLING CHARGES (SEE LEFT)		
		TOTAL ORDER		
For priority shipping, please contact our customer service. A \$25.00 fee will be charged on all returned checks.				
PLACE YOUR ORDER TODAY!				
ORDER ONLINE: www.ncalpublications.org				
ORDER BY PHONE: 800-321-0343 (9:00 AM-5:00 PM, EST)				
ORDER BY FAX: 800-869-5605 (24 HRS.)				
OR MAIL TO: NCAL PUBLICATIONS, P.O. BOX 501, ANNAPOLIS JUNCTION, MD 20701-0501				
ALLOW 5-10 DAYS FOR DELIVERY. ALL PRICES ARE IN U.S. DOLLARS.				
ORDER CODE: NFO6				

ORDERED BY: (PLEASE PRINT CLEARLY. ITEMS IN BOLD ARE REQUIRED.)

NAME _____

ORGANIZATION _____

JOB TITLE _____

SHIPPING ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE _____ FAX NUMBER _____

E-MAIL ADDRESS (NECESSARY TO RECEIVE ORDER CONFIRMATION) _____

FOR SHIPPING PURPOSES, PLEASE INDICATE WHETHER THIS ADDRESS IS A: FACILITY/BUSINESS OR RESIDENCE

IS YOUR ORGANIZATION A MEMBER OF NCAL: YES NO

PAYMENT

PLEASE MAKE CHECKS PAYABLE TO NCAL.

CHARGE MY: VISA MASTERCARD AMERICAN EXPRESS

ACCOUNT NUMBER _____ EXPIRATION DATE _____

YOUR NAME AS IT APPEARS ON CARD _____

ADDRESS OF CARDHOLDER _____

SIGNATURE OF CARDHOLDER _____

Dementia Care Guidelines Developed For Disaster Outbreaks

A coalition of long term care practitioners has developed guidelines for caring for residents with dementia during outbreaks of influenza, a pandemic, epidemic, or other type of disaster.

With 42 percent of assisted living residents and about 50 percent of skilled nursing residents having some form of dementia, coalition members realized the need for consistent care during a disaster, when a facility may be short staffed and residents become agitated or confused. As a result, the coalition developed a three-page guideline designed for nonlicensed staff and volunteers who may become involved in caregiving during these emergency situations.

"In stressful times, when change is occurring, it is especially important that people with Alzheimer's and dementia receive consistent, effective care," said

Peter Reed, director of care services for the Alzheimer's Association. The coalition includes the Alzheimer's Association, the American Association, of Homes and Services for

the Aging, the American Health Care Association, American Health Quality Association, American Medical Directors Association, National Association of Directors of Nursing Administrators, and NCAL. The coal-

ition also wrote a pandemic influenza planning checklist for the U.S. Department of Health and Human Services.

The new guideline is available at www.ahca.org/flu/pandemic_dementia_care.pdf.

Annual Assisted Living Salary And Benefits Survey Under Way

The Hospital and Healthcare Compensation Service (HCS) is currently conducting its ninth annual "Assisted Living Salary and Benefits Report" survey.

HCS is asking assisted living facilities to return completed questionnaires by Nov. 10, 2006. The results of the questionnaires provide assisted living facilities with a comprehensive source of compensation and benefits information.

The report will be available in January. NCAL supports the publication, and its members can purchase the report at a reduced rate.

To download a questionnaire, visit www.hhcsinc.com/AL_Indi&Multi_.php or call HCS at (201) 405-0075.

AHRQ Studies State ALF Oversight Practices, Assesses States' Interest In Developing Rating System

Consumers can find generic information about assisted living (AL) on state agency Web sites; however, researchers say finding survey data online can be difficult, and only 12 states post survey results online, according to a report recently released by the Agency for Healthcare Research and Quality (AHRQ).

These facts and many others are included in the 102-page report titled, "Residential Care and Assisted Living: State Oversight Practices and State Information Available to Consumers," by Robert Mollica of the National Academy for State Health Policy.

AHRQ is the lead federal agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. AHRQ supports health services research that will improve the quality of health care and promote evidence-based decision making.

AHRQ commissioned the study to compile information on states' oversight policies and practices of AL or residential care facilities, and also to determine states' interest in developing a rating or profile of the industry so that consumers can easily compare facility services and quality outcome data.

"One purpose of this project was to assess the interest among state agencies in ways to help consumers compare facilities," the report says. "Rating or profiling of facilities requires sources of information that are standardized and contain sufficient data to allow consumers to determine how a specific facility compares to other facilities or where it falls along the continuum. Types of data might include survey findings, resident functional and health information, or outcomes data."

Few states are developing a system that would rate or profile AL facilities, but there are some that are interested.

Two of those states—Alabama and Maine—have quality rating systems in place. Alabama's rating system was highlighted for state surveyors at the recent annual conference of the Association of Health Facility Survey Agencies.

According to the AHRQ report, Alabama separates deficiencies issued into three categories: green, yellow, and red. Using survey findings, facilities are rated "green" if they have minor deficiencies. Yellow is assigned to a facility when a deficiency poses a "substantial risk to residents." Red means the survey found serious risk of harm.

Each issued deficiency reduces a facility's score by one point, up to a maximum of 10 points. Facilities that earn green status receive a survey score between 90 and 100 points. Substantial risk deficiencies are scored only when actual harm deficiencies are not present.

The first time a facility incurs a substantial risk deficiency, the facility receives a deduction of 11 points, and any additional substantial risk deficiencies deduct three more points each, up to a total of four deficiencies.

Facilities that score between 80 and 90 earn a yellow rating. Actual harm occurs when a resident has been injured or neglected due to inappropriate or inadequate care and mandatory enforcement is required, the report states.

Most states do not require AL facilities to report the assessment data needed to establish outcomes that can be compared with other facilities. Some

2007 Quality Award Applicants Sought

The AHCA/NCAL Quality Award is public recognition of your facility's quality achievements. Facilities may apply for recognition and awards at three levels, each of which requires a more detailed and comprehensive demonstration of systematic quality.

"Winning the AHCA/NCAL Step I Quality Award has given our Assisted Living Residence the determination and dedication to excel in quality. This award has given us the opportunity to show the public and our competition how committed we are to our residents, staff, and the overall well-being of the senior population. It has taken us to a higher level of employee and resident satisfaction," says Nicolette Merino, vice president of operations, Chelsea Senior Living, Summit, N.J.

To receive an application packet, please call (202) 898-6332 or visit NCAL.org.

Completed applications and applicable fees must be postmarked by March 31, 2007.

states indicated that tight budgets have left them with limited staff members and that their priority is monitoring quality and program compliance.

All states reported that they receive and investigate complaints with regard to AL. The typical state survey process includes an annual, unannounced facility inspection, including a meeting with the administrator or manager; a tour of the facility; reviewer observations; resident and staff record reviews; interviews with sample residents, family

AHRQ, continued on page 6

Assisted Living Providers May Need To Obtain National Provider Identifier Number

If you are an assisted living or residential care operator who transmits health information electronically or is involved in a Medicaid program, the facility is required to obtain a National Provider Identifier (NPI) number, according to the Centers for Medicare & Medicaid Services (CMS).

Under provisions of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), CMS is reminding health care providers to determine whether or not they need to obtain an NPI. The deadline for obtaining the NPI is May 23, 2007.

Under the HIPAA provision, the definition of a health care provider is intentionally broad; NCAL believes most assisted living facilities would be required to obtain an NPI.

According to the rule, the NPI provisions apply to health care providers that transmit health information in an electronic form and in connection with a transaction specifically defined in the rule.

Assisted living facilities that bill electronically or that participate in the Medicaid program will need to apply for an NPI.

HIPAA requires the adoption of a standard, unique identifier for health care providers as CMS and other health organizations move toward universal electronic medical records. The NPI number will help make the transmission of any health information simpler and more efficient. Registering for the NPI is free.

To learn more about how to apply or to determine whether your facility is required to obtain an NPI, visit the CMS Web site at www.cms.hhs.gov/NationalProviderStand/.

AHRQ, continued from page 5

members, and staff; and an exit interview. Yet, there is considerable variation in how states conduct surveys and how often they do them, according to the study.

Each state monitors and surveys AL providers, but these practices are not standardized across states. Unlike nursing facilities, AL facilities are not federally regulated, and there is wide variation in how states define and regulate AL.

"Data on outcomes generally are not collected by state licensing and oversight agencies and therefore are not available to compare facilities," according to the report. "In addition, unlike nursing home requirements, states set their own policies on the characteristics of residents who may be served, the services that may be provided, and staffing requirements; these state-to-state variations do not permit comparisons across states. Despite these limitations, a few states are interested in making better use of the survey information that is available."

The report also notes that efforts to develop methodologies to profile facilities have been slow to develop. "Several state respondents suggested that government should not be grading the quality of care or rating facilities but should provide information that helps consumers make decisions," according to the report.

Consumer guides or checklists are available on 14 states' Web sites and typically describe the physical environment, activities, meals or dining services; the resident agreement or contract; costs and financing; staffing levels; licensing status; and medication and health services. Many of the guides include questions that consumers or their family members should ask when selecting a facility.

The AHRQ study was commissioned after several studies examined the need to provide information to AL residents and those looking for facilities. A 1999 General Accounting Office study of AL facilities, for example, concluded that the need to provide adequate information to prospective and current residents was a major issue needing additional oversight.

Phase 2, continued from front page

social interaction or a response to environmental irritants, physical discomfort, or psychological distress. Individuals with dementia are prone to falling because of their neurological impairment. In both cases, physical restraints may be used to help ensure safety, but the guidelines discourage use of restraints and are based on the following goals:

- Foster a restraint-free community.
- Identify the underlying problems or needs that prompt the use of restraints, and address them using restraint-free methods.
- Provide staff with techniques they can use to prevent, reduce, or eliminate the use of restraints.

NCAL is mailing the "Dementia Care Practice Recommendations for Assisted Living Residences and Nursing Homes" to member facilities.

Both Phase 1 and Phase 2 recommendations are included in the booklet.

NIC Map Data Expands To Top 75 Markets

Supply and construction data on seniors housing and care properties in the nation's top 75 metropolitan markets are now available, according to the National Investment Center for the Seniors Housing & Care Industry (NIC).

The information is offered as part of the organization's subscription-based data and analysis service called the NIC Market Area Profiles (NIC MAP), which first became available in 2004 when the 30 largest metro areas were tracked.

In addition to supply and construc-

tion, the service tracks quarterly data on revenue, occupancy, property characteristics, and demographic information on more than 7,300 seniors housing properties representing more than 1 million units/beds. The service covers market-rate (25+ units/beds) independent living, assisted living, continuing care retirement, dementia care, and nursing care properties.

"With NIC MAP's expansion to the top 75 metro markets, subscribers get a clearer picture of seniors housing and

care supply in the United States," said Robert Kramer, NIC president. He pointed out that 57 percent of Americans age 65+ and 56 percent of those age 75+ live in the 75 largest metro areas.

The supply database includes the property's name, address, profit status, property type, and number of units/beds, as well as construction starts that list the property type, location, expected opening date, and number of units under construction.

NIC Funds Research On How To Pay For LTC

By the 2007 annual conference, the National Investment Center for the Seniors Housing & Care Industry (NIC) promises to deliver its first comprehensive review and analysis of long term care financing.

"This effort is the first undertaking of its kind on this subject," said Robert Kramer, NIC president.

The comprehensive report will include all the previous national studies completed on the need for long term care in its various forms. The report will

identify the future projected costs of long term care. It will compare the projected funding gap between future costs of long term care and the projected government and private sources of funding available to pay for the care.

"While there is general agreement that a gap exists between the need for long term care services and the funding to provide for them, there is no agreement on the breadth of that funding gap or what variables most impact it,"

said Anthony Mullen, NIC research director. "This compendium will help answer that question, especially as the country will need to devote more of its time and resources in the next decade to address care for the increasing numbers of America's elderly."

Chapters will also examine other existing research that may have value for the future of financing long term care, as well as areas where further research is needed.

Researcher/Architect Wins Seniors Housing Journal Award

A Texas A&M University architecture professor's research paper promoting assisted living residents' use of a facility's outdoor space through simple enhanced building designs won the 2006 Award for Best Research Paper, by the *Seniors Housing & Care Journal*.

The *Journal* was released in late September at the National Investment Center for Seniors Housing & Care Industry annual conference held in Chicago. The work of Susan Rodiek, an architect and associate director at Texas A&M's Center for Health Systems & Design, was featured in the September issue of *NCAL Focus* and the October issue of *Provider* magazine. Rodiek said she was using the award to start a scholarship fund at Texas A&M for students interested in designing senior facilities.

Rodiek's research illustrates how an assisted living provider can turn an underutilized outdoor garden, path, or space into one that seniors want to visit. "It is likely that improved physical environments, including enhanced outdoor space, will contribute to increased satisfaction with seniors housing and could give providers a competitive edge, especially in an increasingly consumer-driven market," Rodiek writes. "Recent studies in the health care industry are finding that health-promoting environmental design may produce substantial cost benefits."



The Vermont Health Care Association (VHCA) has named **Deb Choma** as the first Administrator of the Year for Residential Care/Assisted Living. For almost 17 years, Choma has been a nurse administrator for Shard Villa, located in Salisbury, Vt. She has served on VHCA's executive board since 2001 and is an at-large NCAL board director.

Vermont Gov. Jim Douglas has named **Nancy Bourne**, assisted living and residential care coordinator for VHCA, to the state's Alzheimer's Disease & Related Disorders Commission. The commission will advise state agencies on policy relating to dementia and will evaluate the state's adequacy in delivering services to these individuals.

Annie Fellers has been elected committee chair of the Virginia Center for Assisted Living. Fellers is vice president-administration of Summit Square, a

Sunnyside Community located in Waynesboro, Va.

The Health Care Association of Michigan has announced that **Daniel Gustafson**, currently executive director of the Michigan Gaming Control Board and former state legislator, will succeed Reginald Carter as president and chief executive officer (CEO) of the association. Gustafson will begin serving as president and CEO on Nov. 27.

The Pennsylvania Health Care Association and Center for Assisted Living Management has named **Stuart Shapiro**, MD, president and CEO. He has served in a wide variety of public and private-sector positions, among them serving as Philadelphia's health commissioner and as the Massachusetts deputy health commissioner.

He has a master's degree in health care management from Harvard.

NCAL is the assisted living voice of the American Health Care Association. *NCAL Focus* (ISSN: 1095-5585) is published monthly by the American Health Care Association (AHCA), 1201 L Street, NW, Washington, DC 20005. Copyright © 2006 by AHCA. Reproduction in whole or in part is prohibited without written authorization from the copyright holder. NCAL or AHCA members' subscription fees are included in membership dues. AHCA is the nation's largest federation of assisted living, nursing facility, and subacute providers. AHCA has 48 affiliated organizations, together representing nearly 12,000 individual facility members.

Editor: Lisa Gelhaus

Advertising Sales/Production

Manager: E. Jean Battle-Lee

NCAL Board of Directors: Van Moore (Chair), Nancy Andrews, Jim Birchem, Jim Carlson, Ruth Channels, Deb Choma, Vickie Cox, Michele Donahue, Patricia Giorgio, Howard Groff, Jeffrey Hyatt, Christian Mason, Nicolette Merino, Rick Miller, Kathleen Pagels, Angelo Rotella, Marj Shell, Michael Shepard, Faun Spencer, Dean Solden, Jan Thayer, Robert Van Dyk, Mike Williams, Rusty Zosel.

Your suggestions and feedback about NCAL FOCUS are welcome. Contact Lisa Gelhaus by e-mail (lgelhaus@ncal.org), by phone (202-898-2825), or by writing to the address above.



NCAL Focus
1201 L Street, NW
Washington, DC 20005

