

AHCA|NCAL NOTES

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AHCA Responds to Committee Hearing on Caring for Aging Americans

Mark Parkinson, AHCA president and chief executive officer (CEO), issued a statement following the U.S. House of Representatives Committee on Ways and Means hearing, “Caring for Aging Americans,” held in November.

In his statement, Parkinson said, “We appreciate the robust discussion about ensuring access to quality, affordable long term care.

“Over the last seven years, the quality of care provided in our nation’s skilled nursing centers has improved dramatically. Today, fewer than one in seven nursing home residents are receiving antipsychotic medications,



a significant decline from one out of four in 2011.

“Without question, abuse and neglect have no place in a nursing home or in any health care setting. One instance of abuse or neglect is one too many, but the facts show that such instances are rare, and the vast majority of nursing home staff provide high-quality resident care.

“AHCA has made several recommendations to Congress for measures that can continue to improve care and prevent abuse and neglect. We look forward to continuing our work with lawmakers, regulators, and

other stakeholders to advance these recommendations, including policies that help facilities retain more high-quality staff, bring more clarity and transparency to abuse and neglect reporting, and provide consumers additional information to help them make informed decisions.”

Among some who gave testimony at the hearing were:

- Robert Egge, chief policy officer of the Alzheimer’s Association, who said, “Long term services and supports should integrate medical, psychological, and social needs and account for these behaviors. ... As we work to expand and improve long term care options, we must ensure that populations who have been historically underserved have access to culturally appropriate services.”

CONTINUED ON PAGE 2



Put 2020 PDPM Academy on New Year’s Resolution List

Now that the Patient-Driven Payment Model (PDPM) is in effect for skilled nursing facilities, AHCA/NCAL is preparing to help its members navigate this new reimbursement system in 2020.

The new 2020 PDPM Academy will provide tools and resources to help AHCA members navigate challenges, incorporate changes, and successfully operate under PDPM.

Resources available through PDPM 2020 Academy will include:

- Virtual in-depth training modules on PDPM best practices (including role-specific modules)
- Monthly webinars
- Additional tools and resources
- AHCA’s analyses of technical changes and updates to PDPM from the Centers for Medicare & Medicaid Services.

To receive an email notification

when enrollment for 2020 PDPM Academy opens, go to <https://ahcancal.wufoo.com/forms/r15a8uyx1rrs33g/> and enter your name, company name, and email address.

AHCA/NCAL members who have questions now about PDPM can send an email any time to pdpm@ahca.org or call 202-842-4444 and ask to speak to a PDPM Resource Navigator. 🌟

Webinar Offers Practical Strategies for Recruitment, Engagement

“We are hearing that there are just not many qualified applicants even applying for jobs and that the people who are applying are often not ideally suited to this kind of work,” says Sue Misiorski, New England regional



director of operations for SageLife. “Just getting people in the door to apply has been a challenge.”

Misiorski will be addressing these challenges and more during “Pioneering

Solutions to the Workforce Crisis,” a 45-minute recorded AHCA/NCAL webinar program offering practical action steps and strategies assisted living and nursing facilities can take to enhance recruitment and retention efforts. The program also will cover ways to improve the hiring process and offer supportive supervision and coaching methods that positively impact retention.

“We’re also hearing that it’s much harder to compete on wages with other industries. Companies like Target, Amazon, and Chick-Fil-A have all raised their wages,” Misiorski says. As a result, people who would like to do this work are making other choices to make a living wage, she says. At the same time, “If you are short-staffed, the workload becomes difficult, challenging. People can only sustain this for so long before they burn out and end up leaving.”

Misiorski notes that more organizations are finding creative recruitment and retention solutions. For instance, some providers are shifting the money spent on overtime and

sign-on bonuses into base wages to be more competitive in hiring.

“We’re also seeing more organizations offering stay/longevity bonuses. On the hiring side, more providers are leveraging social media where a lot of our employee market is focused,” she says. Additionally, “we’re seeing people investing in training for supervisors because there is a link between how employees feel about their managers and their decisions to stay or leave their organization. They are less likely to leave if they have a good relationship with their supervisor.”

Go to https://educate.ahcancal.org/products/pioneering-solutions-to-the-workforce-crisis#tab-product_tab_overview for more information or to register for this program. To access ahcancalED and the Pioneering Solutions webinar, members will need to log in with their AHCA/NCAL user names and passwords.

For assistance obtaining AHCA/NCAL usernames and passwords, e-mail update@ahca.org with your name and facility contact information. ✨

Caring for Aging Americans

CONTINUED FROM PAGE 1

■ Kristina Brown, caregiver and medical student, who offered: “Many people assume that having a disability guarantees access to a network of resources. Not so. Because my mother, who has an income of \$36,000 from her divorce settlement, is younger than 65 and lacks a 10-year employment history, she is disqualified from receiving Medicaid (despite its expansion), Medicare, and Social Security disability insurance. Her private insurance company, like many others, does not cover home care for daily needs.”

■ Joanne Lynn, MD, MA, MS, director of the Program to Improve Eldercare, Altarum, who said, “The financing of personal care for disabled elders cannot come entirely from escalating taxes. Not only would that be politically difficult, but the numbers in need and the costs of their care are likely to exceed the capacity of the economy to generate enough revenue at the time needed. ... Rearranging certain social policies to generate private savings adequate to cover a substantial proportion of the costs of disabilities in old age is an urgently needed strategy.”

■ Edo Banach, president and CEO, National Hospice and Palliative Care Organization, who added: “Addressing shortages in the health care workforce is essential as the demand for high-quality care will continue to increase rapidly. The number of hospice and palliative care physicians and members of the interdisciplinary team will drop dramatically over the next two decades.”

Go to <https://waysandmeans.house.gov/legislation/hearings/caring-aging-americans> to read the full testimony from each witness. ✨

AHCA, NCAL Elect Officers, Board Directors For New Term

During the recent AHCA/NCAL Convention & Expo in Orlando, Fla., members elected AHCA's Board of Governors and NCAL's Board of Directors for the 2019/2020 term.

Deborah Meade of Georgia was elected AHCA chair, and Helen Crunk of Nebraska is the new NCAL chair.

"We are fortunate to have this caring, qualified group of leaders on our boards," says AHCA/NCAL President and CEO Mark Parkinson.

Meade is CEO of Health Management in Warner Robins, Ga. She is a third-generation operator-owner with nearly 30 years of experience in the profession. She previously served as vice chair on AHCA's Board of Governors.

The remaining members of AHCA's 2019-2020 board are:

- Phil Fogg Jr. of Marquis Companies (Oregon), vice chair
- Phil Scalo of Bartley Healthcare (New Jersey), secretary/treasurer
- Michael Wylie of Genesis Health-Care (Pennsylvania), immediate past chair
- Gary Kelso of Mission Health Services (Utah), not-for-profit representative
- Mark Traylor of Traylor-Porter Healthcare (Alabama), independent owner representative
- Steven Cavanaugh of ProMedica Continuing Care Services (Ohio), multi-facility representative
- Fred Benjamin of Lexington Health Network (Illinois), regional multi-facility representative



Meade



Crunk

■ Joseph Mitchell of Summit Care II (Florida), at-large representative

■ Derek Prince of HMG Healthcare (Texas), at-large representative

■ Janet Snipes of Holly Heights Nursing Center (Colorado), at-large representative

■ Julianne Williams of Dycora Transitional Health & Living (California), at-large representative

■ Chris Wright of iCare Health Network (Connecticut), at-large representative

Ex-officio members are:

■ Veronica Sharpe of the District of Columbia Healthcare Association, Affiliated State Health Care Association (ASHCAE) representative

■ Betsy Rust of Plante & Moran (Michigan), Associate Business Member (ABM) representative

■ Helen Crunk of Pemberly Place (Nebraska), NCAL representative.

NCAL also elected its Board of Directors, including Crunk as its new chair. She is the executive director of Pemberly Place Management and Archer Place Medical Clinic, both in Lincoln, Neb. Crunk, RN, has more than 25 years of experience in long term care and a two-time recipient of the NCAL Administrator of the Year Award. Crunk has served on the NCAL Board since 2011, as well on numerous committees at the national level. Additionally, she is a past chair of the Nebraska Assisted Living Association, a state affiliate of NCAL.

The remaining members of NCAL's Board of Directors are:

■ Gerald Hamilton of R&G Healthcare Management (New Mexico), vice chair

■ Mark Maxfield of The Cottages (Idaho), secretary/treasurer

■ Ashley Blankenship of Stone-Bridge Senior Living (Arkansas), immediate past chair

■ John Bolduc of Odd Fellows' and

Rebekahs' Home of Maine (Maine), at-large representative

■ Rod Burkett of Gardant Management Solutions (Illinois), at-large representative

■ David Chensvold of Assisted Living Partners (Iowa), at-large representative

■ Sue Coppola of Sunrise Senior Living (Virginia), at-large representative

■ Randy Cyphers of Brookdale Senior Living (Oregon), at-large representative

■ Lee Field of Senior Services of America (Washington), at-large representative

■ Denise German of Medicalodges (Kansas), at-large representative

■ Barbara Mitchell of Magnolia Manor Senior Living (Georgia), at-large representative

■ Sean Mockbee of View Point Senior Care (Arizona), at-large representative

■ Mary Savoy of Forest Hills of DC (District of Columbia), at-large representative

■ Sarah Silva of the Avamere Family of Companies (Oregon), at-large representative

■ Gail Sheridan of Tealwood Senior Living (Minnesota), at-large representative

■ Paul Wasser of Dominican Village (New York), at-large representative

■ Doug Farmer of the Colorado Health Care Association, ASHCAE representative

■ David Voepel of the Arizona Health Care Association, ASHCAE representative

■ Shawn Scott of Medline Industries, ABM representative.

The ex-officio members on the NCAL Board of Directors include Meade as the AHCA chair and Fogg as the AHCA vice chair, as well as ASHCAE Vice President Heath Boddy of the Nebraska Health Care Association. ❄️

AHCA
AMERICAN HEALTH CARE ASSOCIATION

NCAL
NATIONAL CENTER FOR ASSISTED LIVING

EXCELLENCE HAS NO LIMITS
WHERE
2020

AHCA/NCAL
**QUALITY
SUMMIT**

MARCH 9-11, 2020

Gaylord Texan Resort & Convention Center • Grapevine, TX

**NO MATTER WHAT YOUR FOCUS OR
INTEREST, WE'VE GOT YOU COVERED!**

With a program inspired by AHCA/NCAL's Quality Cabinet and members, the 2020 Quality Summit has a sharper focus on key issues facing long term care, including a full track of education sessions on the Patient Driven Payment Model (PDPM). Come network with your colleagues and receive valuable education. At this year's Summit, national subject matter experts will lead sessions on person-centered care, emergency preparedness, leadership, infection prevention, and more. Attendees will take away strategies to improve clinical, quality, regulatory, and workforce outcomes.

The Summit provides programming for all levels of staff in long term and post-acute care: administrators, DONs/clinical staff, quality managers and directors, and independent owners.



Opening Keynote
Speaker

**DAVID R.
WRIGHT**

**Centers for Medicare &
Medicaid Services (CMS)**
Director, Quality, Safety
& Oversight Group,
Center for Clinical
Standards and Quality

**REGISTRATION DEADLINE:
FEBRUARY 24, 2020**

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2020 Quality Summit: Get Everything from PDPM Track to Workforce Solutions

With a program inspired by AHCA/NCAL's Quality Cabinet and members, the 2020 Quality Summit has a sharper focus on key issues facing long term care.

The program is set for March 9-11 at the Gaylord Texas Resort & Convention Center in Grapevine. David Wright, director of the Quality, Safety & Oversight Group within the Centers for Medicare & Medicaid Services, will present the opening keynote address.

This year's Quality Summit features a full track of sessions on the Patient-Driven Payment Model (PDPM). Other programs will focus on person-centered care, emergency preparedness, leadership, infection prevention, and more. There also will be opportunities for networking and idea exchange.

Attendees will be able to generate



strategies to improve clinical, quality, regulatory, and workforce outcomes.

"A lot is coming at us. I really count on the Quality Summit for best practices and opportunities to network with like-minded people," says Deb Fournier, MSB, chief operations officer of the Maine Veterans' Homes.

"I always come away energized and ready to take on the world."

"I appreciate that the program features such diverse topics, including those addressing soft skills," says Anna Fisher, DHA, director, quality and education, Hillcrest Health Services in Bellevue, Neb. "We need regulatory information, but it's just as important to have soft skills to care for people. We're data driven, but we need to know the individuals behind the numbers.

"When we go to the Quality Summit, it's all about sharing. We get different perspectives from talking to providers from across the country."

Among the sessions you'll enjoy:

- Workforce: What Works!
- Customer Satisfaction Lessons from Gold Quality Award Recipients
- Innovative Practices From Role-model Organizations
- More Than 200 Drug Trials for Alzheimer's Disease Have Failed—What Now?
- QAPI: It's Not Just for SNFs
- Infection Prevention and Understanding the "Bugs"

For more information about the program, go to www.ahcancal.org/events/qualitysummit/Pages/default.aspx. The registration cut-off date is Feb. 24, 2020. Registration includes breakfasts, luncheon, and two evening networking receptions, as well as access to the program sessions. ✨

Independent Owners Gather to Hone Leadership Skills

AHCA/NCAL's 2020 Independent Owner Leadership Conference is a unique opportunity to earn CEUs, get fresh ideas, discuss challenges, seek solutions, and share innovative ideas with colleagues from across the country.

If you own or operate 10 or fewer assisted living or skilled nursing centers, this program is tailored for you. This year's conference is set for March 11-13 at the Gaylord Texas Resort & Convention Center in Grapevine, with the theme, "Solutions to Differentiate Your Business."

Sessions will focus on the Patient-Driven Payment Model (PDPM), innovative building design, workforce issues, value-based care, and the question of whether independently owned facilities should grow (and how). You will be able to earn up to 13.75 CEUs.



Perlman

The Opening Keynote is all about energizing, thought-provoking fun with mentalist Oz Perlman, who has dazzled audiences worldwide. His interactive address redefines the very nature of a magic show. The Closing Keynote will be thought-provoking and energizing but also highly informative. Mitch Hagins, BSc, senior director with the Huron Studer Group, will offer his insights on issues such as setting strategic goals to improve the resident experience and increase professional engagement.

Go to www.ahcancal.org/events/io_conference/Pages/default.aspx for more information about this program. The deadline for advance registration is Feb. 24, 2020. Registration includes breakfasts, luncheon, and networking dinner, in addition to entry to all program sessions. ✨

Workforce Resource Center and Innovation Trigger Creative Workforce Solutions

Sue Misiorski, presenter at the AHCA/NCAL program, “Pioneering Solutions to the Workforce Crisis,” has stressed the value of the organization’s Workforce Resource Center.

“The center has a variety of good resources, and that’s important because this is a complex issue and requires multiple strategies,” she says. “The more of us who are working on this together and the more resources we have, the more supported employers in our field will be.”

Effective and innovative ideas to enhance recruitment and retention don’t have to be expensive or complicated, Misioriski says.

For instance, she notes that many organizations are being “super creative about transportation assistance,” particularly in areas with no public transportation. She points to a home care agency in Minnesota that established a relationship with a local

Ford dealership, arranging \$50 per month car leases for employees.

Elsewhere, Dean Solden, managing member, and his team at Vibrant Life Communities in Ann Arbor, Mich., will pay for an Uber to take employees to and from work if their car breaks down. He says that the \$10 to \$15 it costs for the car service is cheaper than losing a worker for a day or longer.

Of course, there are many inexpensive but popular benefits beyond transportation. Solden’s organization, for instance, has a four-step career ladder involving a care friend (as they call caregivers), med passer, team leader, and mentor.

“Employees who are not in school or studying for another vocation especially like this. This is a good way to have some career growth in the caregiving profession, where many times there isn’t that opportunity,” Solden says.

“Think about forging relationships with organizations in the community,”



Misiorski suggests. “We have a church in New Hampshire that opened its own low-cost grocery store. We tell our employees about it. They can get a week’s worth of food at a fraction of regular costs. The store even has fresh produce,” she says. “If you don’t have something like this,

maybe you can approach a collaborator in the community to start one.”

One of the most popular and innovative benefits Emily Dieppa, workforce innovations consultant for PHI, has seen involves soup.

“One organization makes soup available 24/7 for employees, and people love it. It’s a tangible expression of how the community values, appreciates, and respects its employees, and they never go hungry.”

Another initiative Dieppa has seen that generates employee enthusiasm involves uniform vouchers. Employees get these as prizes, incentives, and rewards, and they can use them toward purchases on special days when the uniform vendor comes to the organization. What costs the vouchers don’t cover can be taken out of their paychecks over time. “Employees get to have a shopping spree, and they get very excited about it,” Dieppa says.

Some of these benefits may seem small, but they can add up and have tremendous value for both recruitment and retention, Dieppa says.

“Know what your competitive advantages are. Get everyone on the same page about them, and have an ‘elevator pitch’ ready to share with job candidates and employees alike.”

Check out the AHCA/NCAL Workforce Resource Center at www.ahcanal.org/facility_operations/workforce/Pages/default.aspx.

Senate Aging Committee Releases Report, Holds Hearings on Falls

The U.S. Senate Aging Committee recently held a hearing titled, Falls Prevention: National, State, and Local Level Solutions to Better Support Seniors. At this event, the committee unveiled a report that provides evidence-based recommendations on ways to reduce fall risks. Specifically, the report highlighted four key areas:

- Raising awareness about falls-related risks, prevention, and recovery at the national, state, and local levels.

- Targeting modifiable risk factors, including increasing the availability of resources for home safety evaluations and modifications, so

that older adults can remain in their homes and communities.

- Improving screening and referrals for those at risk of falling so that individuals receive preventive care necessary to avoid a fall or recover after one.

- Reducing polypharmacy so that health care providers and patients are aware of any potential side effects that could contribute to a fall.

Go to www.aging.senate.gov/hearings/falls-prevention-national-state-and-local-solutions-to-better-support-seniors to read witnesses’ testimony and watch a recording of the hearing. 🔄

AHCA/NCAL 2020

INDEPENDENT OWNER LEADERSHIP CONFERENCE

MARCH 11 – 13, 2020

Gaylord Texan Resort & Convention Center
Grapevine, Texas

SOLUTIONS TO DIFFERENTIATE YOUR BUSINESS

The IO Leadership Conference is for assisted living (AL) and skilled nursing facility (SNF) owners/operators/administrators of roughly 10 or fewer facilities.

With a focus on topics like:

- Patient-Driven Payment Methods
- Innovative Building Design
- Workforce Issues
- Value-Based Care
- Growth in IO Facilities

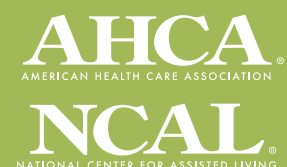


Opening General
Session Speaker
Oz Perlman
Mentalist



Closing General
Session Speaker
Mitch Hagins
The Studer Group

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Sharing Our Wisdom: Plan Now for 2020 Skilled Nursing Care Week

There is such power in a story, and each year AHCA/NCAL members share their stories of inspiration, community, love, and fun to celebrate National Skilled Nursing Care Week (NSNCW). In 2020, this event is set for May 10-16 with the theme, "Sharing Our Wisdom."

Wisdom is a synthesis of knowledge and experience, and residents have

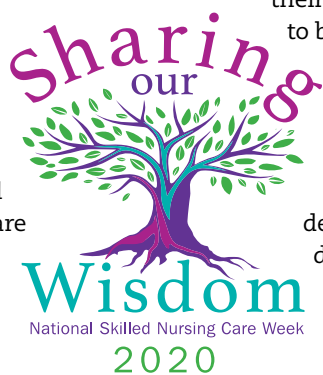
these qualities in abundance. They offer a unique perspective based on their life experiences, reminding us to be present, celebrate the small moments, and value connections.

There is much insight, purpose, and wisdom to be learned from these amazing people, those living with dementia, and those with developmental and intellectual disabilities. NSNCW 2020 will inspire teams to talk and listen to their residents and share their powerful, enlightening, engaging, and fascinating stories.

"The residents who live within our buildings have so much to offer,

and National Skilled Nursing Care Week is the perfect time to pause for a moment from our hectic day-to-day schedules, ask questions, and listen," says AHCA/NCAL President and CEO Mark Parkinson. "This celebration is an especially important week that gives us the opportunity to recognize not only our residents, but our sector as a whole."

Go to www.ahcancal.org/events/national_skilled_nursing_care_week/Pages/default.aspx to learn more and download NSNCW graphics and a social media/newsletter template. Check out the event's official Facebook page at www.facebook.com/NationalSkilledNursingCareWeek/. 🌟



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