

LeadingAge California  
**engage**<sup>TM</sup>

Aging 2.0:  
2015-2016 Pilot  
Partnerships 14

---

Member  
Spotlight –  
Angelus Plaza:  
Helping Seniors  
“Bridge the  
Digital Gap” 15

The Power of  
**Strategic Partnerships**  
10





inspire...serve...advocate

Founded in 1961, LeadingAge California is the state's leading advocate for quality, not-for-profit senior living and care. The association's advocacy, educational programs and public relations help its members best serve the needs of more than 100,000 of the state's older adults. LeadingAge California represents more than 600 nonprofit providers of senior living and care – including affordable housing, continuing care retirement communities, assisted living, skilled-nursing, and home and community- based care.

**Mission**

It is the mission of LeadingAge California to advance housing and services for older adults and to support and inspire its members through advocacy, education, research and services enabling them to meet changing needs of their clients and communities.

**Vision**

LeadingAge California is a catalyst for members to advocate, enrich and advance aging services.

**Shared Values**

The values shared by LeadingAge California members include:

- Long term commitment to the security of older adults
- Mission driven
- Mutual support and assistance among members
- Respect of all peoples
- Commitment to socioeconomic and multicultural diversity
- Advocate for not-for-profit status
- Consumer focused
- Dignity and quality of life for older adults
- Community-based



1315 I Street, Suite 100  
Sacramento, CA 95814

Copyright © 2016 by LeadingAge California. All rights reserved. The *engage magazine* logotype is a trademark of LeadingAge California. Byline articles express the opinions of the authors and do not necessarily reflect those of LeadingAge California and its members. Advertisements within *engage magazine* do not imply LeadingAge California endorsement of the product or service.

Permission is granted to reprint articles written by LeadingAge California staff and to reproduce pages (in same, unaltered format) for educational, noncommercial purposes only. A copy of any publication including a reprinted *engage magazine* article should be forwarded to LeadingAge California.

The *engage magazine* Editorial Board encourages submission of original articles for consideration.

Subscription to *engage magazine* is paid through LeadingAge California membership dues.

ISSN 2159-3515 (online)

**Editor-in-Chief:** Eric Dowdy

**Editor:** Robin Douglas

**Art Director:** Darren Lindsey

**Advertising**

*Engage Magazine* reaches more than 4,000 readers in the senior living field. For information on how to advertise email [dlindsey@aging.org](mailto:dlindsey@aging.org).

**Editorial and Design Staff**



**Robin Douglas**  
[rdouglas@aging.org](mailto:rdouglas@aging.org)



**Jan Guiliano**  
[jguiliano@aging.org](mailto:jguiliano@aging.org)



**Jedd Hampton**  
[jhampton@aging.org](mailto:jhampton@aging.org)



**Joanne Handy**  
[jhandy@aging.org](mailto:jhandy@aging.org)



**Brenda Klütz**  
[bklutz@aging.org](mailto:bklutz@aging.org)



**Darren Lindsey**  
[dlindsey@aging.org](mailto:dlindsey@aging.org)



**Meghan Rose**  
[mrose@aging.org](mailto:mrose@aging.org)

# A Note From The Editor

---

## Partnering for Success

Welcome to our Winter 2016 issue of *Engage Magazine*! This issue marks the first full year of bringing you news and insights from your colleagues and outside experts in the field. We will continue to work to bring you the most insightful information with real world application. The year has been a busy one for LeadingAge California. To see what we've accomplished over the last fiscal year, download our 2014-2015 Annual Report from our website at [www.aging.org](http://www.aging.org).

In this issue, we examine the innovative partnerships that have been developed to reach new segments of the senior population and provide new lines of service. Don Stump with Christian Church Homes of Northern California talks to *Engage Magazine* about his project in Houston, Texas to partner with the city and healthcare providers to address the city's homeless senior population. Our feature article includes a discussion with David Reimer, CEO of Palm Village Retirement Community in Reedley, Calif. about his partnership with an organization based in Lebanon that spans cultural, religious and geopolitical borders. Our writers also examine a great collaborative effort between the Alzheimer's Association and affordable housing providers as well as new alliances being formed with acute care hospitals and long-term care providers.

In the same vein of partnerships for success, Aging2.0 has announced its successful pairing of 11 tech and senior living organizations are part of their "Pitch for Pilots" at the recent AgeTech Expo. Many LeadingAge

California members are among those participating in bringing new and emerging technologies into reality.

Be sure to read this quarter's "Dear Brenda" column. Brenda shares her insights on how to take advantage of the offerings from the California Culture Change Coalition. This organization has been a consistent partner of LeadingAge California in our effort to bring person-centered care approaches into the long-term care mainstream.

Don't forget to take advantage of our new website and [Engage Communities](#), where we continue our dialogue and important discussions. Be sure to check out our new and expanding [Career Center](#), which allows you to search or post jobs in the California market and beyond. You can also find previous issues of *Engage Magazine* available for download for free.

As always, we welcome your feedback and editorial suggestions. Please send them directly to me at [edowdy@aging.org](mailto:edowdy@aging.org).



**Eric Dowdy**

Editor-in-Chief

[edowdy@aging.org](mailto:edowdy@aging.org)



## Feature



### The Power of Strategic Partnerships

These days, a hot topic in the senior living field is “whole-person care”, an approach to healthcare that encompasses the physical, spiritual, emotional and social well-being of an individual. LeadingAge California members are making great strides to create partnerships that enable them to combine their strengths with other like-minded organizations to create a more enriched care setting for older adults both within their communities and beyond.



**From the CEO** Quarterly topic from Joanne Handy: Partnership Advice from the Beatles



**Have you Heard?** Members in their Community; Members in the News; Anniversaries & Milestones



**Member Spotlight** Angelus Plaza in Los Angeles partnered with TEN Advertising and AT&T on a project called Helping Our Seniors Connect Over the Holidays.

## Sections



**Dear Brenda** Advice column with questions on compliance or care issues from the expert



**People in Focus** Don Stump: Video interview discussing CCH's new project and partnerships in Houston to help provide housing to the area's homeless seniors.



**Resources** 2015 saw several great films featuring older adults as strong lead characters on journeys of self-discovery, exploring new careers, old friendships, and finding love the second time around.



LeadingAge™ CA

# Career Center

Take the first step to finding that perfect candidate!

Visit [careers.aging.org](http://careers.aging.org) to get started!



  
shaping tomorrow's leader...today

**2016-2017  
Leadership Development Program**  
**Applications Now Available  
for Download**



LeadingAge™ CA  
Foundation

## 2016 Annual Conference and Exposition

Celebrating the Mission:  
**55 Years of Nonprofit  
Innovation**

**May 2-4, 2016**  
Renaissance Palm Springs  
Hotel and Palm Springs  
Convention Center  
#celebrateage16

## Partnership Advice from the Beatles

The 1967 Beatles song “With A Little Help From My Friends” provides the inspiration for the theme of this issue: Strategic Collaborations. The term “partner” may be more appropriate than “friend,” but the message about needing others to achieve our goals is the same. As the health and human service systems finally acknowledge that integrated continuums of service are often more effective in meeting a person’s needs

than silo approaches, providers recognize that collaborative partnerships are an expanding reality of our future.

Strategic partnerships go beyond the routine professional or vendor relationships that any provider needs. A strategic partnership is a collaborative relationship between two or more entities to work toward shared objectives,

based on an agreed upon division of labor, costs, and risks. As noted in LeadingAge California’s 2015 report, *Strategic Relationships between Villages and Senior Living Providers*, the goal of partnerships is to achieve more than individual organizations can achieve on their own.

The feature on Christian Church Homes’s partnership with homeless service organizations is an excellent example. CCH’s goal was to improve residences for 202 affordable housing residents; their partner’s goal was to build new homes for the homeless. Together, they found a way to utilize new HUD funds to achieve both objectives. Angelus Plaza, a Retirement Housing Foundation community, formed a relationship

with Good Samaritan Medical Center to run an on-site primary care center in their building. And be.group’s affordable housing arm describes their unique partnership with the Alzheimer’s Association in another feature. Health care reform changes have ushered in a new era of collaborations between skilled nursing facilities and hospitals to reduce readmissions and partner on payment bundling proposals.

In a recent IBM study, *Leading Through Connections*, CEOs around the world described partnerships as a major imperative to accelerate innovation. One CEO remarked: “We tend to see everyone as a competitor, but we need to see them as partners; this is a cultural shift...”

We hope you find inspiration and ideas within these features. The Beatles were prescient in their choice of a song title.

**Joanne Handy**  
President and CEO



*“CCH’s goal was to improve residences for 202 affordable housing residents; their partner’s goal was to build new homes for the homeless.”*



# Have you Heard?

**PEP Housing** was featured in the *Petaluma Argus-Courier* in an article titled, "[Petaluma's PEP Housing building a community for low-income seniors](#)" in November.

**Christian Church Homes (CCH)** welcomed Lisa Dennis as their new [Vice President of Human Resources](#).

**The Redwoods Retirement Community** knitting group, known as the Purlettes + 1, were featured as part of a December 4 episode of [Shark Tank](#).

**Eskaton's** Dr. Teri Tift, Executive Director of Quality Compliance, [talked with ABC10](#) about how to help older adults living alone avoid depression and social isolation over the holiday season.

**Pilgrim Place** in Claremont appointed Ann R. Schiff as their new [President and CEO](#).

**Mt. San Antonio Gardens** bid farewell to Buddy Smith, who retired after 44 years as their Director of Facilities.

**Atterdag Village of Solvang** recently opened their new [Assisted Living](#) building. Over 400 people attended their grand opening celebration.

**Episcopal Senior Communities** welcomed Ron Schaefer as their [new COO](#) effective February 1st.

**First Community Housing's** Japantown Senior Apartments [welcomed its first residents](#) into their units in late December.

**Albert Einstein Residence Center** resident Bobby Divrut will be featured on KVIE's "Rob on the Road: Heroes & Helping Hands" on February 29. Visit [kvie.org](#) to view scheduled times.

**The Terraces of Los Gatos** [recently welcomed](#) Tyler Eichen as their new Executive Director.

**Eskaton's** Admissions Supervisor Sherry Rodriguez and maintenance technician Joe Neves both celebrated their [25th anniversaries](#) in January.

**Openhouse** announced a \$1 million gift from the Bob Ross Foundation to help support the expansion of Openhouse programs and services. The agency's [new community facilities](#) at 65 Laguna St. will be named the Bob Ross LGBT Senior Center.

**After completing** a major rehab of the 182-unit Western Park Apartments in San Francisco, [NCPHS](#) has started a 4 percent tax credit rehab on the 216-unit Town Park Apartments in San Jose. A rehabilitation of the Eastern Park Apartments in San Francisco will start later this year.

**Episcopal Communities & Services** in Pasadena welcomed Christina Cerrato as their new Director of Operations of Affordable Housing, effective February 1st.

# SCENE

1

LeadingAge California's President and CEO Joanne Handy (L), moderating the "On Demand Home Care" panel at the Aging 2.0 Conference in November.

2

Sandy Haskins from Gold Country Retirement Community with Bryant Milesi, Field Representative for Senator Tom McClintock during LeadingAge California's 2015 Home District Week.

3

(L-R): Senator Bob Huff's representative Cecilia "Ceci" Iglesias, Assemblymember Young Kim's Assistant Linette Choi, Assemblymember Young Kim, Walnut Village Retirement Community's Lea Davis and Teresa Dang during 2015 Home District Week.

4

The Episcopal Senior Communities and San Francisco Towers anniversary party was an auspicious occasion, honored by several elected officials. Pictured L-R: Senator Mark Leno, San Francisco Towers Executive Director Melody Mitchell and ESC President & CEO Kevin Gerber.

5

Eskaton Director of Social Media Lola Rain at Eskaton's "100 Years of Fashion" event in January.

6

Congressman Xavier Becerra speaking at Solheim Lutheran Home's Veteran's Day event.

7

Angelus Plaza Service Coordinator Margarita Marsetti celebrates with a resident at their holiday party.

8

Service Coordinator Hanane Omari (R) with Catherine Tantau at Albert Einstein Residence Center's New Year's party.

9

Allen Temple Arms resident Doris Pitts works in the community's garden. The newly revamped garden project was a grant from Alameda County, who used City Slicker Farms to help support the residents with new garden beds, plants and sprinkler systems.

10

Covenant Village of Turlock was recently awarded the first-ever Water Saving Hero Award by the city for efforts that resulted in a nearly 27 percent water reduction over an 8-month period.







# The Power of Strategic Partnerships



Written by  
LeadingAge California's  
Meghan Rose,  
Robin Douglas and  
Jedd Hampton

**These days, a hot topic in the senior living field is “whole-person care,” an approach to healthcare that encompasses the physical, spiritual, emotional and social well-being of an individual. LeadingAge California members are making great strides to create partnerships that enable them to combine their strengths with other like-minded organizations to create a more enriched care setting for older adults both within their communities and beyond.**

### **The Live Alone Project: A Collaboration Between be.group and Alzheimer’s Greater Los Angeles**

In Los Angeles County, the affordable housing division of be.group has partnered with Alzheimer’s Greater Los Angeles to implement the Live Alone Project. “[This] project targets lower income individuals living alone with early stage dementia,” explains Cathy Ladd from Alzheimer’s Greater Los Angeles.

“Traditionally underserved and difficult to reach, these individuals often lack access to important information and technology that could help them plan for the future and remain independent in the community for as long as possible.”

The primary goal of the Live Alone Project is to pilot a low-cost intervention with individuals within the target population. “We will recruit participants from a be.group HUD residence,” continues Ladd. “The be.group is a forward-thinking organization concerned with helping their long-term residents age in place. [They] have given us the opportunity to train their staff and pilot a brief intervention with some of their residents.”

The project is funded by a grant from the Administration for Community Living through the Alzheimer’s Disease Initiative.

Jacqueline Seegobin, director of affordable housing for the be.group, explains how the

partnership with Alzheimer’s Greater Los Angeles came to be. “Realizing that we have been in the business of affordable housing for more than 36 years and that most of our communities still have original residents who are now classified as “old, old,” I knew we had to do something more to understand and cope with their cognitive decline.”

“I began to have more conversations with the Alzheimer’s Greater Los Angeles and invited them several times to come and meet with our housing administrators to give them the tools to better understand these changes in our residents. We agreed to form a partnership with a couple of our communities to develop a program particularly for those residents who live alone and who may not have family or caregivers,” described Seegobin.

Ladd explains the details of the project, “The intervention involves a brief face-to-face care consultation targeting four areas: getting a diagnosis, legal and health-related plans for the future, technology and resources to maintain independence, and creating a plan for safety, including relinquishing a driver’s license, if appropriate. We will follow-up within a month to determine what behavioral changes have been made to promote independent living.”

“Another goal is to help the be.group become as dementia-friendly as possible. They support staff education and they will allow us access to staff at all levels to

present training on managing challenging behaviors. We will also provide training to the residents and interested families and care givers. Our goal is to promote a consistent and informed approach to residents with dementia, creating the expectation that the entire community must work together to identify and support these individuals.”

The be.group is optimistic about the outcomes of the Live Alone Project, stating, “We hope to provide residents with the experienced support they need as they go through cognitive changes, more so related to Alzheimer’s, to keep them safe and unafraid of these changes,” said Seegobin.

As Ladd describes, the parties are pleased with their new partnership. “Housing providers are burdened with the countless problems that arise when people who live alone exhibit cognitive impairment. The mission of Alzheimer’s Greater Los Angeles is to provide care and support to people affected by Alzheimer’s or a related dementia. Both parties have much to gain from the partnership.”

“The be.group administration demonstrated their support and strong interest in the project from the outset and have helped us design a program that would be useful to them as well as to the population we aim to target. We strongly believe that this level of engagement is key to a successful collaboration and insures that both parties meet their goals for the population they serve.”

## **Palm Village: Bringing the First Interfaith Assisted Living Center to Lebanon**

An Interview with David Reimer, CEO, Palm Village Retirement Community

### **How did the partnership begin between Palm Village and the Moadieh Evangelical Center, Lebanon's first assisted living center?**

Several years ago the National Evangelical Church of Beirut received a gift of a large building, with the understanding that the donor wanted to turn it into the first assisted living center in Lebanon. The church was asked to provide guidance on this, but realized they didn't know how to operate assisted living. They contacted the [Mennonite Central Committee](#), a humanitarian organization working in the area with refugees, and asked if they knew of people running assisted living centers who might help them learn. They contacted Palm Village and we were very happy to become involved.

Joyce Eid is the founding manager for the Center. She came to live with us for about four weeks in an Independent Living Unit on campus, and was free to shadow different workers throughout the day. The residents warmed up to her very quickly, which I think was a pleasant surprise for her. As an Arab, she did not know how she would be received.

### **What was the reaction like when the Center opened?**

The Board of Directors Chairman made a speech at the ribbon cutting ceremony indicating that all faiths and all groups would be welcome at the Center. That sounds like something that would produce a yawn in the U.S., but it was earth-shattering in Lebanon. People have been living in silos for a very long time. Each faction takes care of its own...people are very separate. So this organization made headlines – not only for being the first assisted living center in Beirut, but also the first one to welcome all faiths.

I visited Beirut, Lebanon in January 2014. I spent a week in Beirut and at the Moadieh Evangelical Center – touring, visiting people and seeing the sites of Lebanon.

### **Palm Village and Moadieh recently organized the first Lebanese Interfaith Elder Care Conference. How did this come about?**

The Moadieh Evangelical Center was becoming known for being very welcoming to people of all faiths. Another faith in the area, which is Druze, has a lot of medical operations in Lebanon, and the medical leaders of the Druze community contacted Moadieh and indicated they would like to have a conversation about a possible collaboration,

communicating not only with seniors but possibly with healthcare leaders in the government. Joyce and I were in communication following my trip, and I suggested that we consider hosting a Lebanese Interfaith Elder Care Conference.

We had the conference in September 2015 over Labor Day weekend, and it was attended by 10 different elder care organizations representing seven different religious factions in the country – factions that have historically been adversarial, and some, even at present time, are very much adversarial.

### **What is your takeaway from this experience?**

It's very easy to focus just on your life where you live, and then you realize that maybe there is life beyond the end of your driveway.

When you pursue life farther from home, you can become enriched. You learn a lot about people, and you learn different things than you would have learned had you only watched it on television. We also learned that people that we think are adversarial are not. If we give them the opportunity to cooperate and have a relationship, to work together in a peaceful and productive way, they would love to do it – they just need to be asked. We were happy to do the asking, and we were honored to be there and watch it all take place.

## Skilled Nursing Community Partnerships with Hospitals

In October 2011, the Centers for Medicare & Medicaid Services (CMS), established new rules under the Affordable Care Act that incentivize collaborative working relationships among acute care hospitals, health systems and skilled nursing facilities (SNFs). Accountable Care Organizations (ACOs) create opportunities for health care providers to work together to coordinate the care of Medicare patients across various care settings. The goal of coordinated care is to ensure that patients, especially the chronically ill, get the right care at the right time, while avoiding unnecessary duplication of services and preventing medical errors.

According to CMS, when an ACO succeeds in both delivering high-quality care and spending health care dollars more wisely, it will share in the savings it achieves for the Medicare program. ACOs are evaluated on a series of quality measures and cost controls, all of which have a broad range of criteria.

In an ACO model, hospitals bear some of the most significant financial risk due to the large population that they serve. Therefore, hospitals have begun to seek more influence over where patients go and what happens to them when they are placed in the post-acute care setting. Currently, patients covered by traditional Medicare generally have their choice of SNFs, but hospitals hope to sway their choice by convincing them the quality of care is better in the “preferred network.” Hence, SNFs play a critical role in the financial success of an ACO, and naturally make a great

partner for hospitals to work with to accomplish desired health outcomes.

Nursing home-based SNFs are Medicare’s single biggest expense for post-acute care. The CMS spent \$28 billion on skilled-nursing care in 2013, up from \$13.6 million in 2001. SNF costs vary widely across the U.S. for reasons unrelated to local costs or medical needs, the Institute of Medicine reports. Since skilled nursing care accounts for such a significant expense to the overall cost of care, and because hospitals are experiencing significant difficulty transitioning some patients into post-acute care, hospitals are dramatically increasing their efforts to identify, develop, and strengthen formal and informal partnerships with SNFs.

Currently, hospitals and health systems are utilizing preferred networks that have developed “qualifying criteria” for partnering with SNFs that take into account numerous state health and safety reports and quality measures reported to Medicare. In general, hospitals will seek to partner with SNFs that will:

- Prevent unnecessary hospital readmissions
- Provide necessary behavioral health services
- Promote optimal functional outcomes
- Admit and care for complex and challenging patients
- Effectively manage Length Of Stay (LOS)
- Maintain a strong quality rating
- Effectively manage RUG levels

SNFs that seek to benefit from partnering with hospitals should begin to proactively reach out to local hospitals and health systems to establish effective working relationships. Furthermore, SNFs should begin to assess their

organizational preparedness for such partnerships by examining numerous factors, including:

- The ability to effectively communicate with hospitals on mitigating the rate of hospital readmissions
- The ability to demonstrate the capacity to deliver high-quality and cost-efficient care
- The ability to measure and improve the organization’s clinical outcomes data
- The ability to measure and improve key quality and staffing criteria
- The ability to understand hospital operational goals and outcomes.

Many LeadingAge California members have already established partnerships with local hospitals, and have seen encouraging results. Gold County Retirement Community in Placerville, Calif. has partnered with their local hospital for the last four years on reducing hospital readmissions. They meet bi-monthly with the hospital to discuss issues such as high-acuity patient transfers and bundled payment protocols. Furthermore, they have also helped the hospital train their staff on the intricacies of long-term care. This partnership has helped solidify Gold County Retirement Community’s reputation in the community as a wonderful training site for staff development.

In the post-health care reform world, SNFs will continue to be challenged to provide high-quality care at the lowest cost. Increased competition, tighter regulations and lower reimbursement rates will force SNFs to re-examine their current service delivery model, and developing effective partnerships will be essential to the success of SNFs in the future.

# AGING<sup>2.0</sup>

## 2015-2016 Pilot Partners

At its recent AgeTech Expo, Aging2.0 held the 3rd annual Pitch-for-Pilots (P4P) competition where market-ready startups pitched their innovations to senior care providers in the audience in hopes of securing pilot partnerships.

Selected from more than 150 applications, the pitching companies presented the challenge they are addressing, their solution, what kind of pilot they would like to run and any

requirements for the potential provider partner. The prize at hand for senior care partners? A free, six-week pilot with at least 10 senior participants.

Conference attendees voted in real-time on the quality of the pitch, the quality of the idea, and the impact for aging services. Then during the remainder of the conference, senior care providers submitted applications to pilot with P4P companies. See which companies have been paired as pilot partners!

AgeWell  
biometrics



  
**MPTF**  
MOTION PICTURE &  
TELEVISION FUND

 CareAcademy



 CareLinx

 LUVOZO



 Prestige Care, Inc.  
Prestige Senior Living, L.L.C.

RespondWell



  
PACIFIC GARDENS

revolve  
ROBOTICS



 NUEVACARE  
BEST CARE. BETTER CARE.

safeWander



 RiverWoods

 smartcare



 Heritage  
ON THE MARINA

spectra 



Aging Solutions, Inc.  
  
Care Coordinators  
Advisors + Advocates

TeleVisit



Home Instead  
SENIOR CARE  
*to us, it's personal.*

THE HISTORY  
PROJECT 



 CENTER FOR INNOVATION  
AND WELLBEING  
MARYS  
WOODS

 TouchStream  
SOLUTIONS



LIVE  
WELL  
AT HOME  
by Ekaton

## Angelus Plaza: Helping Seniors “Bridge the Digital Gap”



Photo Credit: Jeffrey Winston, Angelus Plaza

Angelus Plaza (an RHF community) in Los Angeles recently partnered with TEN Advertising and AT&T on a project called Helping Our Seniors Connect Over the Holidays. AT&T sponsored a video conferencing series for residents and community seniors and also gifted tablets to their Senior Activity Center. Overall about 50 seniors participated in the three tech classes offered. Many seniors brought their own electronic devices such as tablets, computers and cell phones, and the TEN Advertising team assisted them with setting up video conferencing on those devices and preparing holiday treats in small goodie bags.

“The recent collaboration between AT&T, TEN Advertising and Angelus Plaza, was not only viable - it actually exceeded our expectations,” said Jeffrey Winston, Community Relations Coordinator at Angelus Plaza. “I deeply appreciate the kind generosity of our corporate sponsors. Their active participation as stakeholders allowed our diverse cyber seniors, to reap the benefits of video-conferencing. This cutting-edge technology is so vital because many students were able to connect with their loved ones abroad. They were simply amazed when the images of their family and friends appeared on the

screen. Aside from learning new skills, this hands-on experience greatly enhanced their confidence and self-esteem. Everyone had fun as they explored the boundless realm of possibilities.”

December 16 was AT&T’s kick-off event, which meant that seniors who attended the first video conferencing class were also invited to a holiday feast afterwards. The first class turned out to be an assessment of the seniors’ digital proficiency and the TEN advertising team helped set up wireless connection and e-mail accounts. At the second class, held Dec. 23, seniors were able to receive one-on-one or small group attention in downloading and setting up video conferencing applications on their wireless devices. Then, the final class, held Dec. 30, continued the trend of setting up seniors for video conferencing, with successful connections to family members in Korea and China.

*Written by Stella Cho, TEN Advertising. See photos on Angelus Plaza’s [Facebook page](#). For questions about the program, contact [Stella Cho](#) with TEN Advertising or [Jeffrey Winston](#) at Angelus Plaza.*

# Dear BRENDA

**Dear Brenda:** *From time to time, our skilled nursing communities receive information passed along from the California Culture Change Coalition (CCCC) as a result of a partnership with LeadingAge California. What can you tell us about this organization and how our communities can benefit from CCCC activities?*

**Answer:** *In 2005, the state's Quality Improvement Organization partnered with Bill Thomas (Eden Alternative/Greenhouse Project) to embark on a "Drive Improvements in Nursing Home Care" caravan. The caravan started its journey on site at St. Paul's Senior Services in San Diego.*

The CCCC was founded in 2007 to provide support and expertise to California's nursing homes, assisting them to become models for quality of care, quality of life and quality of work.

LeadingAge California has long been a supporter of the CCCC, and indeed, member communities are models for culture change. I am privileged to represent members on the CCCC Board, which meets quarterly. Some CCCC contributions are:

- *Person-Centered Dining Pilot* to test three practices: restaurant style, buffet-style and expanded snacks. As a result of this pilot, a guide called [Person-directed Dining Package](#) was published. Other related resources: [New Dining Practice Standards](#) and [CMS Memorandum on New Dining Standards of Practice Resources](#).
- One of the larger CCCC projects was made possible by a CMS /CDPH grant to complement national efforts by forming the "Partnership to Improve Dementia Care and Reduce Unnecessary Antipsychotic Drug Use in Nursing Homes." As a result of the collective work by providers, CCCC/CMS educational trainings and technical assistance, antipsychotic drug use has been reduced by 35 percent in California. Practical materials to improve dementia care and reduce antipsychotic use are [available here](#). Other products of the grant include model informed consent form, best practices and information for residents and family members.
- The development of a webinar on "Consistent Assignment."
  - Modification of a tool to [measure progress](#) in implementing culture change.
  - The latest CCCC project, in collaboration with the Coalition for Compassionate Care, involves promoting *palliative care best practices*, with practical materials for individual communities.

A portrait of Brenda Klütz, an older woman with short, wavy white hair, wearing a dark purple top and a patterned scarf. She is smiling slightly and looking towards the camera.

*If you have any questions about this, or any other regulatory issue, please contact Brenda Klütz at: [bklutz@aging.org](mailto:bklutz@aging.org) or (916) 469-3377.*





## Advertise in Engage Magazine!

- Reaches the entire not-for-profit spectrum of providers
- Over 5,000 readers including top management, Presidents and CEOs

Contact Darren Lindsey at 916-469-3369 or [dlindsey@aging.org](mailto:dlindsey@aging.org)



LeadingAge California

Political Action Committee

## Thank You to Our 2015 LeadingAge California PAC Contributors\*

### Diamond Level (\$5,000 +)

PRS Management & Consulting, LLC  
Seniority, Inc.

### Gold Level (\$1,000 - \$2,500)

Ascension Benefits and Insurance Solutions  
John Cochrane, be.group  
David Ferguson, ABHOW  
Hanson Bridgett, LLP  
Joanne Handy, LeadingAge California  
Jesse Jantzen, Elder Care Alliance  
Kay Kallander, ABHOW  
Lewis & Associates Insurance Brokers  
Mel Matsumoto, Channing House  
Michael Manley  
Morrison Senior Living  
Todd Murch, Eskaton  
David Reimer, Palm Village  
Retirement Community  
Salient Networks  
Scot Sinclair, O'Connor Woods

### Silver Level (\$500 - \$999)

Ken Enns, Peer Services, Inc.  
Tiffany Karlin, Mueller Prost  
Mary Stompe, PEP Housing  
Cheryl Wilson, St. Paul's Senior Services

### Bronze Level (\$250 - \$499)

Jasmine Borrego, TELACU  
Ken Donnelly, Heritage on the Marina  
Susan Harris, Therapy Specialists  
Roberta Jacobsen, Front Porch  
Jeffrey Kirschner, Front Porch  
Jeffrey Krutzsch, Valle Verde Retirement  
Tara McGuinness, ABHOW  
Lauren Moulton-Beaudry, Front Porch  
Bill Platt, Navigage  
Vital Research, LLC (Harold Urman)  
Ron Wall, Axiom Healthcare Group

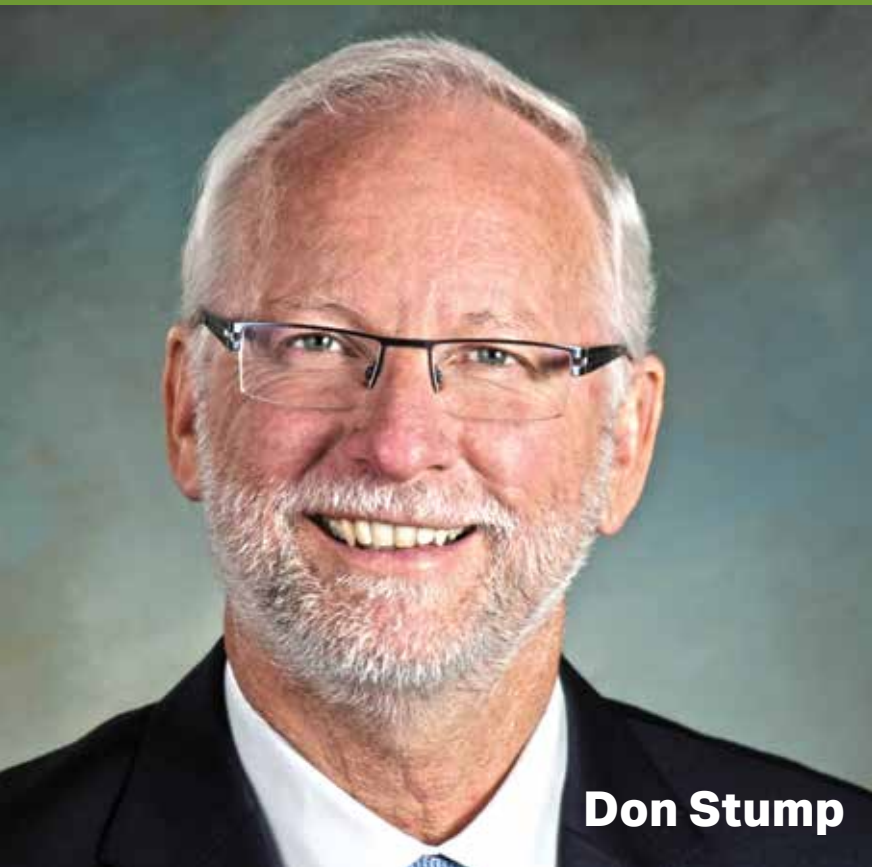
### Supporter Level (\$100 - \$249)

Linda Bloxham, LeadingAge  
Jerry Brown, Bethany Center  
Senior Housing  
Alex Candalla, Terraces of Los Gatos  
Jack Christy  
Christina Cerrato, Retirement  
Housing Foundation  
Mary Contois, Masonic Home  
of Union City  
Jack Cumming  
Angelique D'Silva, TELACU Residential  
Management, Inc.

Seth Ellis, Exer-More Than Urgent Care  
Molly Forrest, Los Angeles Jewish Home  
for the Aging  
Tim Frazier, St. Paul's Senior Services  
Vito Genna, Sierra View Homes  
Deborah Herbert, Monte Vista  
Grove Homes  
Laverne Joseph, Retirement  
Housing Foundation  
Keith Kasin, Plymouth Village  
Penny Mallette, O'Connor Woods  
Cindy McCreary, Status Solutions  
Jim Mertz, Paradise Valley Estates  
Tuan Nguyen, Ascension Benefits &  
Insurance Solutions  
Lea Pipes, Motion Picture Television Fund  
Frank Rockwood, Rockwood Pacific  
Bill Scharbach, Palm Village  
Retirement Community  
Therapy Specialists  
Justin Weber, St. Paul's Senior Services  
Jay Zimmer, The Reutlinger Community  
for Jewish Living

*\*Organization names shown for  
identification purposes only.*

# People In Focus



**Don Stump**

We sat down with Don Stump, president and CEO of Christian Church Homes (CCH) to discuss CCH's new project and partnerships in Houston to help provide housing to the area's homeless seniors. [Watch the full interview.](#)

### **Can you give us an overview of the program you've created with the Federally Qualified Health Clinic (FHQC) in Houston?**

We went to Houston and said we need to rehab this older seniors' property and asked if the city give us any financial support. They said if you could make part of your operations committed to serving homeless folks, then we can give you lots of money and lots of resources. So we spent a year and a half putting together a financial package and operations package that converts 140 units of HUD senior housing so half the property will be committed to homeless seniors. We then partnered with a local group called Central Care to provide clinic-type services to homeless folks. As a medical clinic

they have a complete battery of services there – dental clinics, vision clinics – whatever it takes to help a homeless person stabilize their life.

### **How does HUD allow you to give preference to those 70 units for the homeless?**

The building is full of HUD money and 100 percent Section 8, so we've had to blend homeless programs with HUD's programs. In recent years, HUD also has put a priority on the homeless issue; they have been trying to cooperate with cities who are tackling the local homeless problem. It's been a gigantic learning curve for us, because every piece of the financing, every piece of the Section 8 with HUD and the building codes have all had to be modified to create a new package for us and for many organizations around the country.

### **Do you have an idea of how many of the homeless individuals you house take advantage of the FQHC?**

As units turn over and our previous clientele of seniors move out, then homeless folks will move in. So it may take two to three years to get up to 70 homeless folks. They come in only after they've been screened through the city's programs, have been put on rehab programs and had their life straightened up enough to be able to live in independent living housing.

### **How does the partnership between CCH, Enterprise Foundation and the FHQC work?**

The Enterprise Foundation is tracking data related to permanent supportive housing all across the country. They are working with several nonprofits that are willing venture out there and try and do permanent supportive housing, blended with federal housing models.

### **What are your goals for the program?**

We hope to break ground in April of this year. It will probably take 14 months of construction and we'll have a giant ribbon cutting ceremony in the summer of 2017. I hope it'll be a fantastic program and whole new model for the whole country.

# RESOURCES

## Three Must-See Films from 2015

2015 saw several great films featuring older adults as strong lead characters on journeys of self-discovery, exploring new careers, old friendships, and finding love the second time around. Check out these gems you may have missed last year!

*Click the on the image below to watch the trailers*



### Youth (2015)

“Youth” is a melancholic film about two longtime friends taking stock of their lives and the sacrifices made for their art. Retired composer Fred Ballinger (Michael Caine) and veteran filmmaker Mick Boyle (Harvey Keitel) are vacationing at an exclusive spa in the Swiss Alps. Boyle, accompanied by a group of young screenwriters, is intent on finishing his latest film script, “Life’s Last Day,” which he hopes will cement his legacy. “Youth” is like a visual stream of consciousness – the film creates a mood and sense of reflection through a constant, dreamlike flow of images. Jane Fonda plays an iconic, tough-as-nails film star slated to appear in Boyle’s film.



### The Second Best Exotic Marigold Hotel

The original cast returns for this sequel to the 2012 hit, “The Best Exotic Marigold Hotel.” Sonny (Dev Patel) seeks to expand and open a second hotel, all while preparing for his upcoming wedding to Sunaina (Tine Desai). Meanwhile, the denizens of the hotel are caught up in various romantic entanglements – Evelyn (Judi Dench) and Douglas (Bill Nighy) continue their will-they-or-won’t-they relationship, and Madge (Celia Imrie) finds herself having to choose between two suitors. While the plot is fairly predictable, the film has a nice theme of people of all ages searching for love and trying to find their place in the world.



### Danny Collins

The film “Danny Collins” features Al Pacino as an aging 1970s rock star who uncovers a 40-year old undelivered letter from John Lennon, written to him when he was a young musician on the cusp of stardom. Collins has succumbed to all the trappings of fame that he feared he would when he was starting out – drugs, women and coasting off the success of one sugary pop hit that his audiences still cheer for decades later. The discovery of the letter causes him to change the course of his life as he attempts to reconnect with his estranged son, rediscover himself as an artist and find love again. The film is based on the real-life experience of 70s folk singer Steven Tilston.



# A New Era in Group Purchasing

*Value First is a Group Purchasing Organization of LeadingAge and its State Affiliates*

**Shawn McCann**  
Business Development Manager

916.469.3364  
smccann@aging.org  
valuefirstonline.com/CA



## Food Purchasing

- Foodservice
- Distribution Services
- Ingredients



## Food Management

- Logistics
- Planning
- Products



## Capital Equipment

- Manufacturing
- Technology
- Solutions



## Environmental

- Housekeeping
- Sanitation
- Supplies



## Construction

- Site Development
- Rev/Design
- Contracting



## Office Supply

- Technology
- Consumables
- Organization



## Medical Supply

- Technology
- Tools
- Distribution