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agenda™

LeadingAge California



A Piece of the Puzzle: Keeping LGBT Seniors Connected to Ensure Healthy Aging

By Robin Douglas

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LeadingAge California represents more than 400 nonprofit providers of senior living services – including affordable housing, continuing care retirement communities, assisted living, skilled nursing, and home and community-based care. LeadingAge California's advocacy, educational programs, communications and other resources help its members best serve the needs of more than 100,000 seniors. Founded in 1961, LeadingAge California is celebrating its 53rd year of public service.

LGBT Elders in America

By Joanne Handy

This issue of *Agenda* focuses on the challenges faced by lesbian, gay, bisexual and transgender older adults and efforts being made, politically and socially, to promote positive change in these areas.

Known as the “Stonewall Generation,” the men and women who came of age during the height of the gay rights movement are now facing a whole host of unique economic, legal and social issues as they age.

Many LGBT older adults are estranged from their biological family members, often relying on a network of friends for support. If the individual becomes incapacitated, their chosen caregivers who fall outside the realm of immediate family may be excluded from making important healthcare and financial decisions. And stigmas still remain— as they age, many of those who fought for the right to live openly are now hesitant to reveal their sexual identity for fear of social isolation and discrimination from healthcare services providers and other residents in long-term care settings.

LeadingAge California recognizes the importance of understanding the evolving needs of our diverse population of elders. In 2005 a task force was created to identify specific ways our association could be more effective in expanding diversity and how some of our member organizations were already actively engaged in promoting inclusivity. The March 2010 issue of *Agenda* featured excerpts of a new book from the National Gay and Lesbian Task Force, *Finding the Solution to Better Care for Lesbian, Gay, Bisexual and Transgender Elders* that laid out the national, state and local policy reforms needed to address these challenges. This current issue of *Agenda* looks back on the progress and setbacks that have occurred since then, what we've learned, and with the start of a new year, what lies on the road ahead. •••

Joanne Handy is President & CEO of LeadingAge California



A Piece of the Puzzle: Keeping LGBT Seniors Connected to Ensure Healthy Aging

By Robin Douglas

The number of lesbian, gay and bisexual people over the age of 65 in the United States will increase to about 3 million people by the year 2030, dramatically increasing the need for services and programs for LGBT seniors. The editors of Agenda connected with two leaders in LGBT aging issues from Openhouse, a housing and social services nonprofit in San Francisco. Seth Kilbourn, executive director and Dr. Marcy Adelman, founder, discuss top concerns facing LGBT seniors today, what it takes to ensure the community can age with dignity, and what they envision for the future as the Stonewall Generation enters retirement in full force.

Challenges Facing Older LGBT

This generation became adults in the late 60s and early 70s, an era when homosexuality was still considered a mental illness. “They suffered unrelenting discrimination,” said Adelman. “They were vulnerable to losing their jobs, to being jailed or

institutionalized just for loving someone of the same sex.” The battle continues as they age.

Often rejected by their family of origin, many LGBT seniors spend their lives building a “family of choice,” a network of friends and community members, for support. These networks can fray over time when they are aging alongside one another and in need of the same services. In addition, a partner or caregiver (often one and the same) may be excluded from important healthcare and financial decisions altogether because they are not protected under the same laws as biological relatives.

LGBT seniors are less likely to have children of their own and often feel unwelcome in senior centers and long-term care settings, leading them to keep to themselves and become socially isolated. Decades of discrimination coupled with the very real threat of hostility from some service providers and other residents can cause some to hide their sexual orientation or not access the healthcare and housing

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CCRCs & Assisted Living

New Law Focuses on LGBT Issues and Administrator Training

AB 663 (Gomez, D-Los Angeles) was signed by the Governor on October 9, 2013 and went into effect on January 1, 2014. The new law adds an additional training element to the “Uniform Core of Knowledge” curriculum in Adult Residential Facilities and Residential Care Facilities for the Elderly to include instruction on cultural competency and sensitivity training related to the aging lesbian, gay, bisexual and transgender (LGBT) community prior to certification. The new requirements apply to all prospective administrators who wish to be certified after January 1. The Department of Social Services will require 1 hour of training, which will be included in the regulations when drafted.

Advocates Propose 14 Bills for RCFE Reform

After a series of high-profile incidents and media attention, several consumer groups are proposing a series of bills dubbed “The RCFE Reform Act of 2014.” The California Advocates for Nursing Home Reform (CANHR), Consumer Advocates for RCFE Reform (CARR) and others plan to introduce as many as 14 pieces of legislation this year focusing on: posting of licensing information on the internet, frequency of licensing visits, responsiveness to consumer complaints, increases in fines, imposing bans on admissions for serious violations or unpaid fines, establishing a private right of action, increasing training requirements

for staff, clarifying the process when the Department revokes and suspends a license, disclosure of ownership, retaining high acuity residents, enhancing the rights of resident and family councils, and requiring liability insurance.

LeadingAge California and the California Assisted Living Association (CALA) are co-sponsoring legislation to increase training requirements for administrators and direct care staff. Additionally, Assemblywoman Waldron (R-Escondido) has introduced a bill that would require

posting of information on DSS’s website and Assemblyman Calderon (D-Whittier) has re-introduced legislation to increase the frequency of licensing inspections. Additionally, the budget proposal includes language that would “significantly increase civil penalties” and add additional staff to carry out quality initiatives and inspections.

Prepared by Eric Dowdy, vice president of policy and communications for LeadingAge California. Dowdy can be reached at edowdy@aging.org or 916-469-3376.

Grassroots

2013 Home District Week a Success

LeadingAge California’s Home District Week, held December 9-13, was an effective success. The purpose of this annual event is to connect federal and state representatives with LeadingAge California members to discuss policies affecting the ability to care for community residents and to assist in aging with dignity.

Over 20 members participated in this year’s event with 15 scheduled meetings, and all were free to choose their level of involvement. [Air Force Village West](#) provided a community tour to meet with their community’s Board and Resident’s Council. [Gold Country Retirement Center](#) in Placerville invited representatives to a “Holiday Tea.” The [Los Padres Region](#) hosted representatives at their meeting at [Vista del Monte](#) in Santa Barbara. Others chose to visit the district offices of their local legislative representatives for a more individual regulatory discussion.

Participants are encouraged to share community successes and to describe the needs of their individual communities to the legislators elected to represent them. LeadingAge California also provides materials and information on topics for discussion during the meetings. Among this year’s topics were assisted living oversight and regulation, and Medi-Cal managed care for California’s dual eligibles. A dialogue on the need to support permanent funding for affordable senior housing by voting in favor of [SB 391](#) (DeSaulnier, D-Walnut Creek) The California Homes and Jobs Act of 2013, and working to end the [congressional sequestration cuts](#) to the [U.S. Department of Housing and Urban Development](#) and the [U.S. Department of Agriculture Housing and Community Assistance](#) programs was also recommended.

LeadingAge California would like to thank federal and state

representatives for accepting our invitations to meet with members to gain a greater awareness of the direct effects their aging policy decisions have on their district

constituents. A special thank you as well to our extraordinary membership for participating and contributing to the success of the 2013 Home District Week.

Prepared by Susan Holt, Policy & Grassroots Coordinator for LeadingAge California. Holt can be reached at sholt@aging.org or 916-469-3383.

Housing

Board of Equalization Modifies PILOT Fee Rule; Assembly to Hold Hearing

Recently some city/county tax assessors have been insisting that not-for-profit affordable housing developers, exempt from paying property taxes, make payments in lieu of taxes (PILOT) to be allowed to build. BOE rules imply that a non-profit developer that pays PILOT fees to a city or county loses its not-for-profit tax exemption. The BOE's legal staff drafted a clarification of the PILOT fee rule to make it clear that as long as the developer has maintained rents in accord with those required by California Revenue and Taxation Code (Section 214(g)(2) (A) it won't lose its property tax exemption.

The Assembly Housing & Community Development Committee, Revenue and Taxation Committee and Local Government Committee have scheduled a joint hearing for February 3, 2014 on the BOE's amended rule. LeadingAge California will submit testimony on this matter and solicits membership experiences dealing with PILOT fee issues. [The BOE unanimously voted in favor of the new language.](#)

Affordable Housing: Key to Maintaining Seniors' Independence

A recent AARP survey confirmed what most people already know: the overwhelming majority of people age 65 and older, needing long-term care services and supports (LTSS), want to remain in their homes for as long as possible. This has been the goal of most long-term care services recipients even before Medicaid was created: to have the services and support necessary to allow such "aging in place." Hopefully, the greater integration of acute care and long-term care services and support brought on by the Affordable Care Act (ACA) and the Coordinated Care Initiative (CCI) in eight California counties will now make "aging in place" a real possibility for more seniors in long-term care.

As we enter the 21st century, the United States is undergoing a change in the demographic

composition of its population. The huge "boomer" population obviously contributes to this change. However, rising life expectancy and a low birth rate are the social forces driving this change, which has broad implications for society and public policy. Our rapidly graying population already strains the government programs that support seniors and will increase demand for affordable senior housing. The idea of "aging in place" pre-supposes a "place" to grow older that is not an institution. That is the challenge facing seniors, families and policymakers.

Factor in the reality that many seniors and soon-to-be seniors are low-income and the affordable housing deficit looms almost insurmountable. There is much we can do to modify existing homes to better accommodate "aging in place" that can be helpful. Nevertheless, the long

waiting lists for senior affordable housing demonstrate the dire lack of affordable housing necessary to permit "aging in place." Secure housing is an essential condition- precedent to developing a successful long-term care services and supports system.

As healthcare reform zeroes in on providing cost-effective care, affordable housing becomes an essential component of the strategy. Given the serious underfunding of federal and state affordable housing programs in recent years there is no time to waste in addressing this housing deficit. The public/private collaborative that is the essence of healthcare reform must recognize and forcefully advocate for housing as an essential component of cost-effective long-term care services and supports.

Prepared by Jack Christy, senior policy advisor for LeadingAge California. Christy can be reached at jchristy@aging.org or 916-469-3366.



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Skilled Nursing

New Rules Require SNFs to Strengthen Emergency Preparedness Procedures

Under new regulations being proposed by the Centers for Medicare and Medicaid Services (CMS), skilled nursing facilities will be required to strengthen plans and procedures for emergency preparedness.

According to the background information on the proposed rule, CMS says that events such as the Sept. 11 attacks, Hurricane Katrina and recent devastating floods and freezes around the nation have shown that current emergency preparedness requirements for Medicare and Medicaid providers are not adequate. Therefore, CMS has proposed more robust requirements for providers and suppliers.

Long-term care facilities would be subject to similar requirements proposed for hospitals, which are based on the principle of “all-hazards” planning. This means planning should not involve developing highly specific plans for every conceivable threat, but should focus on creating the capacity to handle a spectrum of emergencies. The government has identified 15 scenarios for healthcare providers to use in assessing their risks, including natural disasters, cyber attacks and biological attacks.

Based in part on a risk assessment, hospitals must develop specific policies and procedures for emergencies, including tracking the location of staff and patients and ensuring that medical records are “secure and available” in an emergency.

The proposed rule would require all long-term care facilities to be responsible for meeting all the hospital requirements, with some specific adjustments and additions. Long-term care facilities would be directed to account for missing residents during a disaster, determine what emergency planning information should be shared with residents and families, and evaluate the need for chargers or electrical outlets for items such as motorized wheelchairs.

CMS will consider public comments on the proposed rule until close-of-business, February 25, 2014. [Click here](#) for the complete 120-page proposed rule and for information on where to send comments. • • •

Prepared by Jack Christy, senior policy advisor for LeadingAge California. Christy can be reached at jchristy@aging.org or 916-469-3366.

RESIDENT MATTERS

John Darby and Jack Bird:

Spouses for Life

John Darby and Jack Bird met at a San Francisco cocktail party in 1959 and shared their first kiss later that same evening. Almost half a century later they married, and in 2013 they celebrated 54 years together.

“Love and patience” is the key to staying together through the years, reveals John. Despite some health issues along the way, including a stroke Jack suffered that can sometimes make it difficult to communicate, after so many years together they understand and are in tune with one another’s needs. “He takes good care of me” said Jack with a smile.

After six months of dating the two moved in together, sharing a home in Mill Valley for 36 years before moving to San Francisco Towers in 1998, a nonprofit continuing care retirement community just dedicated the year before.

With Proposition 8 looming in 2008 they realized things did not look good, so they decided to marry and dove into a whirlwind process of getting all the preparations and paper work together. “We decided on Wednesday, October 29 to do it, visited our jeweler, Douglas Brett that evening (who designed the rings), had meetings with Mother Andrea Felsovanyi (the chaplain at San Francisco Towers, known as “Mother Andrea”) on Thursday, went to Marin Civic Center to obtain our license on Friday,”

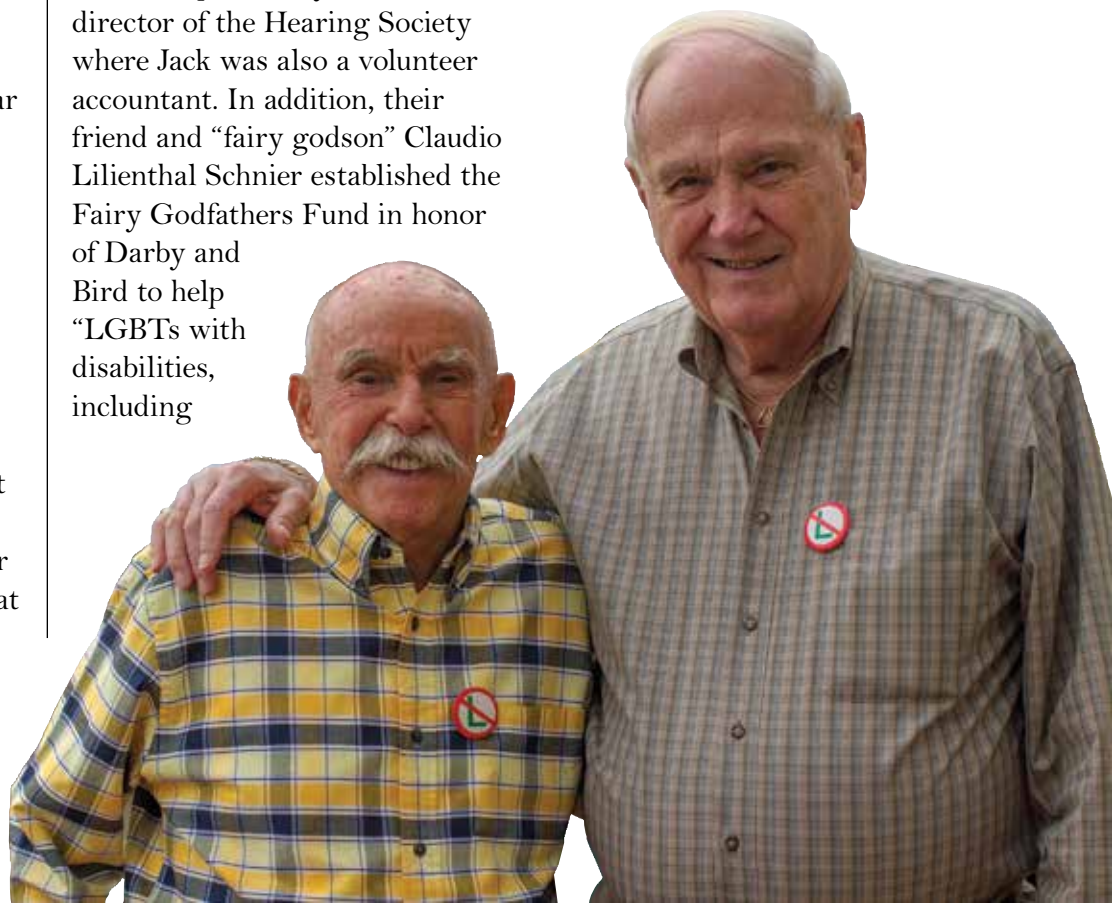
said John. “The wedding itself was on Sunday.” They were married in their apartment at the Towers on November 2. Several months later, some of the residents of San Francisco Towers threw them a big party in celebration. Despite a few people who stopped speaking to them, they were overwhelmed by the many gestures of good will.

Very social with residents and staff alike, they say they appreciate how inclusive San Francisco Towers is. Their apartment is filled with light and decorated with art and bonsai trees on a wide terrace overlooking the city. “Some people tell us it looks like a museum in here!” said John.

Long active in their community inside and outside of the Towers, John was previously the executive director of the Hearing Society where Jack was also a volunteer accountant. In addition, their friend and “fairy godson” Claudio Lilienthal Schnier established the Fairy Godfathers Fund in honor of Darby and Bird to help “LGBTs with disabilities, including

hearing, speech, vision, mobility, manipulation and cognition,” said John. “It is supposed to be “inclusive” as well as “specific.” They also coordinated the Employee Appreciation Fund Drive at the Towers for the first 10 years, assuring “everyone from dishwashers to nurses” were recognized equally.

Five years ago Mother Andrea concluded their ceremony by declaring them “spouses for life,” a phrase they still appreciate today. John says over the years people have asked the couple which one is the wife and which one is the husband, but says that question “is like asking a pair of chopsticks which one is the fork.” They just fit together. •••



Region Roundup

The Golden Gate Region Committee was the first chapter of LeadingAge California to host a regional event around the topic of Issues Affecting LGBT Seniors. The one-hour program was presented by Daniel Redman, an associate at Johnston, Kinney & Zulaica LLP, who focuses on elder law and headed up the Del Martin Memorial LGBT Elder Advocacy Initiative at the National Center for Lesbian Rights. Members met for this event on October 18, 2013 at the AgeSong community, Laguna Grove in San Francisco.

LeadingAge California members received valuable information on current legislation addressing the rights of seniors in the LGBT community as well as what current policy and social issues are still affecting LGBT seniors today. Attendees also obtained resources on how to provide diversity training at their own organizations in order to best serve and care for LGBT residents. Donna Griggs-Murphy, Golden Gate Region chair, noted “The meeting was engaging with lots of audience participation. It was useful to member organizations to know exactly where to go for LGBTQI resources.”

The Golden Gate Region Committee have proven to be exemplary leaders within the association demonstrating their own goals to inspire, educate and connect with all the members by weaving each intention into all of their regional events. Donna Griggs-Murphy also stated, “Diversity and Cultural Competence will also serve as primary initiatives to implement

within our meeting structure.”

The Golden Gate Region Committee is made up entirely of LeadingAge Academy and EMERGE alumni and have been successful at infusing new ideas with a fresh perspective when planning to engage the members within their region. The Golden Gate Region provides opportunities at each meeting to hear from the voting and associate members, highlighting their work, sharing experiences and best practices. They also make it a priority to include debriefing sessions after each program so that members can share their thoughts about the featured presentation and how they might incorporate what they learned back at their own organizations.

Members can view and register for the upcoming 2014 Golden Gate meetings on the [LeadingAge California Calendar](#).



Live Well at Home - An Exercise in Versatility

In the world of “villages” (membership organizations of older adults living independently) one size does NOT fit all. Though members of villages may share the common bond of aging in-place, needs and priorities vary, requiring a culture of flexibility

and collaboration. The lesson for one Northern California program has been “be forward-thinking and flexible.”

Introduced in 2011 by the nonprofit senior residences and services provider Eskaton, Live Well at Home has experienced several reiterations typical for most pilot programs. “We conducted market research and focus groups throughout the Sacramento area.” says Terri Becker, program manager. “But there’s a difference between wanting and having. We learned that suggestions did not always lead to utilization. It has taken time for our village to evolve and be fine-tuned to the intrinsic desires of our participants. You can’t make assumptions based on national statistics – every region has differences. We found that what our members most want are opportunities to maintain their vitality and security.”

One advantage in creating Live Well at Home is that Eskaton had many resources already in place to serve a variety of lifestyles. “We’ve operated free telephone reassurance and information/assistance programs locally for several years as well as licensed home healthcare,” says Eskaton Senior Vice President of Innovation and Strategic Planning Sheri Peifer. “We were uniquely suited to step into this role with the public, fortified by our own data of what independent community-dwelling elders were expressing as needs.” Subsequently, the program offers a “hub” for social connection, fitness classes, and access to geriatric care

managers and vetted service providers for everything from attorneys to pet sitting.

Dona Townsend, a member since 2011, credits Live Well at Home for providing the security she needs to continue living an active, purposeful life from her own home. “I was considering moving out of state to be closer to family,” says Townsend. “After a few months as a member, I realized there’s still a lot of living I have to do here in California. My friends are here, I know the area, and now I have a connection to dependable people if something goes wrong.” Townsend has utilized every component of her membership, attending workshops, exercise classes and bus trips as well as consulting the program’s Care Management team, and employing various vetted service providers for repairs to her home.

In surveys, participants indicated a prime value of membership was the connection to Live Well’s staff for information and service coordination. Another highly valued factor of membership in survey results was the connection to other members for social functions and special events, which speaks to the link between wellbeing and social isolation. Fifty-seven percent of respondents reported that they viewed their overall quality of life as better since joining Live Well at Home.

Moving forward, Eskaton will be linking to regional healthcare systems to pilot a research study on the wellness benefits and utilization of acute care services of members. The partnership study will provide analyses for creating a sustainable platform that can scale the program to other communities within the region and provide medical professionals with direct connection to a supportive network of services to meet the standards imposed by the Affordable Care Act.

“We have observed positive outcomes from the socialization and accountability which are a part of the Live Well membership,” says Peifer. “The next step is to quantitatively document those changes and test our belief that programs such as Live Well at Home can be integrated into healthcare to reduce acute care costs and emergency room visits. The vision for Live Well at Home aligns well with Eskaton’s mission to enhance the lives of older adults through innovative health, housing and social services. With the help of community partners, healthcare systems and members who share that vision, we’re stepping up to meet that need.”

Prepared by Lisa Smith-Youngs, program coordinator of education & public relations for Live Well at Home.

Going From Good To Great at Casa Dorinda

“Brands must empower their community to be change agents in their own right.” -Simon Mainwaring

It is easy to proclaim that we should empower customers to become brand ambassadors, but how does a retirement community go about doing so? Casa Dorinda, a type A LifeCare CCRC has been working diligently to implement measures to ensure empowered customers. As this year’s recipients of the ICAAs Gold 2013 Rebranding Aging Award for its community brochure, they have set forth a path to rebrand their community and the way people view successful aging.

“This year’s submissions demonstrate the increased understanding of older adults among savvy marketers,” says Colin Milner, founder and CEO of ICAA.

“Winning campaigns reflect this understanding. Their communications are crafted more appropriately and feature more authentic portrayals of what it means to be an older person in North America today. By positioning this life stage in a more uplifting way, they promote messages of living well at any age.” Adds Milner, “ICAA is delighted to recognize the 2013 recipients of the Rebranding Aging Awards and to promote them as examples to follow.”

When Casa Dorinda embarked on their rebranding efforts, they set off to inspire a sense of pride for current residents and give prospects something to aspire to. They choose to play off their strengths: a beautiful campus, a culturally vibrant town, and an unparalleled health offering. The synchronicity of these elements came together beautifully with their new community brochure – heavy in photographic imagery, sparse use of text with only three sentences per page, and peppered with residents enjoying their daily life. The response has been amazing. The strength of this marketing piece lies in its effect on those who experience the brochure; drawing newcomers to their campus, sparking conversations and connecting people and place.

“We’ve basically given our residents a lot to be proud of,” offers Ron Schaefer, Casa Dorinda’s chief executive officer. And proud they are, based on high resident satisfaction scores. Success can be seen and felt on their campus. Smiles, friendly banter, and a genuine sense of belonging can be seen from the residents and employees alike.

Prepared by Sarah Struck, communications manager for Casa Dorinda.

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A Piece of the Puzzle: Keeping LGBT Seniors Connected to Ensure Healthy Aging

By Robin Douglas

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services they need at all. A focus group conducted by Openhouse found that “Roughly one third of participants list[ed] isolation or worries about family and friends as top areas of concern when they think about their future.” Being in such a vulnerable position “puts their physical, emotional and social wellbeing at risk,” says Kilbourn.

Building Bridges

Openhouse seeks to provide that critical network of community support. “Staying connected is the number one predictor of good health for all seniors,” says Kilbourn. Beginning in 1998 as Rainbow Adult

Community Housing, Openhouse was founded by Dr. Marcy Adelman and her late partner, Jeanette Gurevitch, with the goal of building a multicultural urban retirement community welcoming to all LGBT seniors. Their social services run the gamut from housing and service planning, mental health support, to coordination of employment counseling and in-home care. The health and wellness program offers weekly exercise classes, meditation and support groups, as well as workshops on topics such as HIV/AIDS prevention, managing stress and healthy eating.

To encourage socialization, Openhouse offers 50 hours of

community building programs each month, including game days, potlucks, movie screenings, language classes, arts and writing workshops. “Knowing they can count on organizations, volunteers and peers in the broader community is critical for LGBT older adults to stay healthy, safe and fulfilled,” says Kilbourn.

Openhouse’s new project at 55 Laguna will offer affordable housing in San Francisco as well as resources and services to help LGBT seniors continue to feel ensconced in their communities of choice. Catering to a more affluent segment of the LGBT population, Fountaingrove Lodge in Santa Rosa, touted as the nation’s first LGBT-friendly

continuing care retirement community, just opened and welcomed its first visitors last month.

Changing the Cultural Mindset

In the last decade, the LGBT community has seen substantial gains in civil rights and increased public support as the nation's cultural mindset continues to evolve. With the passage of AB 663 (D-Gomez) in 2013, discussing the unique needs of LGBT elders is now a required component of existing cultural competency training for residential care administrators. Openhouse also provides training programs to assist in this area.

“The Openhouse Cultural Sensitivity Training and Technical Assistance program helps service providers create welcoming, supportive and safe environments for the LGBT seniors they currently service and those who might need services but are wary of accessing them,” says Kilbourn. “Participants learn about LGBT aging issues and the obstacles to accessing services; best practices for creating an accessible and welcoming environment; and strategies for accessing existing resources and information for LGBT senior clients.” Openhouse has trained over 3,000 participants from 300 separate agencies since 2004.

Adelman echoes the importance of educating people who work in all kinds of senior organizations, citing senior housing and LGBT culturally competent services as the highest

priorities of LGBT elders. “Senior health care providers and senior facilities need to create LGBT welcoming environments and LGBT culturally competent services so that LGBT seniors no longer feel that they have to deny themselves care or go back into the closet to receive care,” says Adelman. “Increased access to welcoming services and resources will keep us living longer in our homes or will facilitate the option to move to a

senior housing community when we can no longer live in our apartments and houses.”

Adelman challenges, “Be a part of the solution. You can create greater diversity in your community or agency by including out LGBT people on your board and on your staff. Connect with LGBT nonprofit organizations such as Openhouse in San Francisco and SAGE in New York.”

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PRIDE in the Community

Sodexo's Resource Group *People Respecting Individuality, Diversity and Equality* (PRIDE) and the Global Lesbian, Gay, Bisexual and Transgender (LGBT) Task Force created a resource to help managers be inclusive leaders and learn to cultivate an environment where everyone can succeed. The *LGBT Conversation Guide* is presented in an easy-to-navigate format that features one of the most comprehensive collections of information on challenges, culture cues and Sodexo's policies and benefits for LGBT employees.

Sodexo employees are at various levels in understanding of the LGBT community and their challenges. Coming out doesn't just impact those within the LGBT community; it also impacts allies, co-workers, families and friends. This toolkit provides information and resources required to have meaningful conversations with others, bridge communication gaps, support LGBT individuals and allies, and continue to build an inclusive culture.

Sodexo worked with PFLAG National and Buck Davis & Company to create this resource, which also offers “how-to” guidance on the best way to navigate some of the toughest situations around LGBT issues encountered in the workplace.

Once this e-learning has been completed, employees have the confidence and tools to engage in effective conversations, discussions, and dialogue supporting of our LGBT community. As knowledge increases, these interactions become second nature to employees.

Completion of this guide assists in the promotion of conversations that demonstrate employees are supportive of LGBT inclusion within the workplace. This commitment creates a culture that embraces diversity, helps employees reach their full potential, and deliver value to our clients and customers. The first launch of this guide resulted in 1,001 visits from the United States, Canada, France, UK, Guam and Italy.

A Piece of the Puzzle:

Keeping LGBT Seniors Connected
to Ensure Healthy Aging

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Looking Ahead

According to Kilbourn, over 20,000 LGBT people aged 60 and older currently live in San Francisco, and that number is expected to increase to 30,000 by 2020. Openhouse will continue to play a critical role in meeting the diverse needs of this growing community. “Openhouse plans to serve directly over 2,500 LGBT older adults (10 percent of the population) by 2018 and impact thousands more through our training and advocacy programs. To accommodate such significant program expansion, Openhouse plans to build new service offices and space for new programs and activities open to residents and all older LGBT adults from across the city.”

Kilbourn sees a bright future ahead. “In 10 years, all providers of senior care in most places across the country will at least be aware of the need to tailor their programs to meet the needs of seniors who identify as LGBT. In 20 years, most will be enthusiastically delivering it with input from and interaction with the LGBT community in their town or city. In 30 years, LGBT seniors will not have to worry about being welcomed anywhere across the continuum of care. They will have all the choices they need to get services and care from organizations like Openhouse as well as every other provider of senior care and housing.” • • •

ADDITIONAL RESOURCES

[AARP Pride](#)

[National Gay and Lesbian Task Force](#)

[National Center for Lesbian Rights](#)

[National Resource Center on LGBT Aging](#)

[Openhouse](#)

[SAGE \(Services & Advocacy for Gay, Lesbian, Bisexual and Transgender Elders\)](#)

[Transgender Aging Network](#)

Membership Matters

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Win an All-Expense Paid Trip to the LeadingAge California Annual Conference in May 2014!

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How do we conduct a cost study and enter the drawing?

Simply contact Courtney Weidmann at LeadingAge California at cweidmann@aging.org. LeadingAge California has templates and requirements for each type of cost study. It is generally as simple as providing Value First with a spreadsheet with your purchase history. Value First and MedAssets do the rest and present you with the cost study data for your review. To receive an entry into the drawing, complete cost study data must be provided in the format requested by LeadingAge California.

What types of purchases can we cost study?

- Food
- Janitorial/Sanitation Supplies
- Maintenance
- Office supplies
- Medical Supplies
- Capital Purchases

To get started and enter the drawing for your chance to win a free all-expense paid trip to the LeadingAge California Annual Conference, contact Courtney Weidmann at LeadingAge California at 916-392-5111 or cweidmann@aging.org.



AgeTech Gets Wired in Silicon Valley 2013 AgeTech West Conference & Tech Expo a Catalyst for Change

Attendees agree that this year's event accomplished the difficult task of transcending usual conference fare into a catalyst to inspire and empower providers and innovators alike to transform aging services as we know it. Its success is a testament to a growing willingness to take risks and try new things to enhance care delivery. Many thanks to [sponsors, supporting organizations, exhibitors and partners](#), and to [Aging2.0](#) in particular, for their collaboration in making the first ever "Pitch-for-Pilots" come to life as an engaging and lasting element of the conference.

Attendees described their take-away from the conference as:

"Very well done. This was my first time attending, didn't know what to expect and was overwhelmed by all that is possible in enhancing the lives of seniors. Thank you for this experience."

"This is where our company needs to be - early adopters and innovators are participating here."

"Technology is coming and how can we use it to better service our residents."

"Aging technology market is expanding, becoming more mainstream. More and more people are getting engaged - exciting!"

"Never underestimate the influence of FUN in getting residents to engage."

[Read content highlights here.](#)

Be sure to add the 2014 conference (week of November 17) to your "must-attend" list! Check out photos on our [Facebook page](#), comment about the conference on [Twitter](#), and join our community on [LinkedIn](#). Check out AgeTech's [YouTube channel](#) for keynotes by Eric Dishman and Thad Starner and check back for a sampling of conference sessions.

Pitch-for-Pilot Partner Pairings Announced!

The first-ever live "[Pitch-for-Pilots](#)" (P4P) was a big hit as evidenced by many positive reviews and the 44 "applications" submitted by aging service organizations in attendance stepping-up to be a pilot partner with one of the 10 aging tech start-ups.

Many thanks to each of the participating P4P technology companies and the aging service organizations who threw their hat in the ring to be a pilot partner. We encourage all interested providers to pursue piloting opportunities with AgeTech's [exhibitors](#).

Congratulations to the 11 aging service providers listed below for being paired as pilot partners. Note that Lift Labs, winner of the crowd favorite pitch, agreed to pilot with two providers. Pilot partners include CCRCs, PACE, assisted living, and affordable housing from California, Oregon, Washington and Georgia.

P4P Partner Pairings:

- Concepts in Community Living – [Tapestry](#)
- ABHOW and Hallmark Rehab – [Lift Labs](#)
- Front Porch – [LivWell Health](#)
- Tacoma Lutheran Retirement Community – [Qmedic](#)
- PEP Housing – [Lively](#)
- Elder Care Alliance – [Caring In Place](#)
- Center for Elders Independence – [CareSolver](#)
- Thrive Senior Living – [StoryWorth](#)
- Channing House – [TrueLink Financial](#)
- Eskaton – [Everplans](#)

AgeTech and Aging2.0 provided templates for partner organizations' use including an MOU, Participant Consent and Photo Release, and will be providing support to the P4P partners and documenting their experiences.

We look forward to great things from the pilot projects, and plan to feature highlights at next year's AgeTech conference – including feedback from senior participants themselves. [Watch the 2013 P4P here!](#)



Policy and Leadership **SUMMIT** Empowering Leaders for Action

March 4-6, 2014
Sheraton Grand Hotel
Sacramento

The LeadingAge California Public Policy Conference has evolved to the Policy & Leadership Summit. We recognize that policy and leadership go hand-in-hand in managing a community in today's environment of constant change in regulations, funding and providing quality care to residents. So mark your calendar now to be in Sacramento March 4-6, 2014 to voice your thoughts to the Legislature, hear from the State's policy staff and most important, network with your peers.

Be sure to check out the Leading Age California [website](#), [Facebook](#) and [Twitter](#) for updates of what you can expect at this year's Summit. The Summit brochure is available at www.aging.org.

For more information contact Jan Guilliano at 916-469-3367.

Important Dates for the Summit

Scholarships Now Available

The Scholarship Fund Program gives members an opportunity to attend LeadingAge California programs and education events that otherwise would be unable to participate because of financial limitations. Scholarships are limited and based upon funds available. To apply for a scholarship, [click here](#) to download the application. **Completed applications must be received by February 5, 2014.**

Sheraton Grand Hotel

A limited block of rooms has been reserved for LeadingAge California. To reserve a room(s), please call the Sheraton's Central Reservation Office at 1-800-325-3535. Please refer to the LeadingAge California Policy & Leadership Summit to receive the special group rate of \$169, per night, single/double occupancy. You can also make your reservation online at www.aging.org or using the hotel's customized reservation link by [clicking here](#). **Reservation Deadline is February 7, 2014.**

2014 MDS 3.0 - RUG IV Learning Audio Series

In keeping with the success of their previous highly-rated distance learning education offerings, 16 LeadingAge state affiliates and Plante Moran have teamed to offer a series of affordable, up-to-date distance learning educational sessions about the process of completing the MDS 3.0 and the impact of its accuracy. The MDS is the focal

point of everything in long-term care (survey, quality measures, Five-Star, corporate compliance, Nursing Home Compare data, and reimbursement).

New this year – basic and intermediate sessions, 18 in all, designed to meet each member of your team, all disciplines, involved in the assessment process at their point of need. Each session will have time for questions and answers. The team can hear the same information at the same time via audio format – no travel expenses and one hour of BRN & BBS continuing education units are available for each session. Visit www.aging.org to register.

Mark Your Calendar Now!

There's a good reason millions choose to return to Palm Springs year after year. Sure, it's easy on the eyes. But it's also easy on you, either by plane – thanks to Palm Springs International Airport – or by car (about a two-hour drive east of L.A. on Interstate 10).

Once you're here, you'll find everything you need to create an unforgettable experience, from places that take your breath away to people who go out of their way to make you feel welcome. Palm Springs has it all – amazing restaurants, vibrant nightclubs, rich history, culture, beautiful desert terrain, outdoor adventure, shopping, family fun and so much more. Mark your calendar now to attend the LeadingAge California Annual Conference in **Palm Springs, May 5-7, 2014**. It's a fabulous conference in a great location. What more could you ask for? Look for more information in the coming weeks.

Dates to Remember

Save the Date

**Policy & Leadership Summit
“Empowering Leaders for Action”** –
March 4-6, 2014, Sheraton Grand Hotel,
Sacramento, CA.

**2014 LeadingAge California Annual
Conference and Exposition** – May 5-7,
2014, Renaissance Palm Springs Hotel and
Conference Center, Palm Springs, CA

MDS 2.0 RUG Audio Series – For dates
and to register visit the LeadingAge
California website

EMERGE Application Deadline –
February 14, 2014. Applications for
the EMERGE Class of 2015 must
be completed and mailed in to the
LeadingAge California office.

Web Seminars

For more information and to register, visit
the LeadingAge California [website](#).

Care2Learn – Online courses that help
care professionals build leadership skills
and meet licensing requirements.

Region Meetings

Santa Rey Region – January 22, 2014
8:00 a.m.–2:30 p.m.
Topic: Health Care Reform Summit
Location: The Forum at Rancho San
Antonio – Cupertino, CA

Delta Region – January 29, 2014

Noon–4:00 p.m.
Topic: Mission and the Not-For-Profit
Responsibility
Location: Asian Community Center –
Sacramento, CA

South Coast Region – February 7, 2014

Noon–2:00 p.m.
Topic: Innovation & Aging Technologies
Location: Walnut Village – Anaheim, CA

Los Padres Region – February 13, 2014

Noon–2:00 p.m.
Topic: Doctors Assisting Seniors
at Home (DASH)
Location: TBD

Golden Gate Region – February 14, 2014

Noon–2:30 p.m.
Topic: Workforce Development
Location: TBD

Inland Empire Region – February 28, 2014

Noon–2:30 p.m.
Topic: Hoarding
Location: Pilgrim Place – Claremont, CA

San Diego Region – February 28, 2014

7:30 a.m.–9:30 a.m.
Topic: Aging Technologies
Location: Wesley Palms – San Diego, CA





Choices ■ Solutions ■ Savings

VALUE FIRST: A MEMBER-DRIVEN SOLUTION TO GROUP PURCHASING

*Unifying Efforts & Energies of LeadingAge and 25 State Affiliates
Taps the Power of Community*

Collaborative Power: Our collective buying voice is 7,000 aging services providers strong! And, LeadingAge members benefit from sharing best practices and education on procurement practices that streamline purchasing.

Service Power: A new synergy of service among three teams delivers increased technical assistance and service to members' needs across the continuum.

Buying Power: The contracting leverage gained by an annual spend of \$8 billion on products and services by members helps put more money back into the mission.

Contracting Power: Members have access to more than 400 actively utilized contracts negotiated by MedAssets. With Broadlane, they bring together some of the best pricing and contract depth in the field.

visit: www.valuefirstonline.com

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For more information contact:

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(916) 469-3392 (cweidmann@aging.org)