

June 2013

agenda™

LeadingAge California



100+: How the Coming of Age of Longevity Will Change Everything

By Sonia Arrison

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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 50th year of public service.

Pundits and Predictions

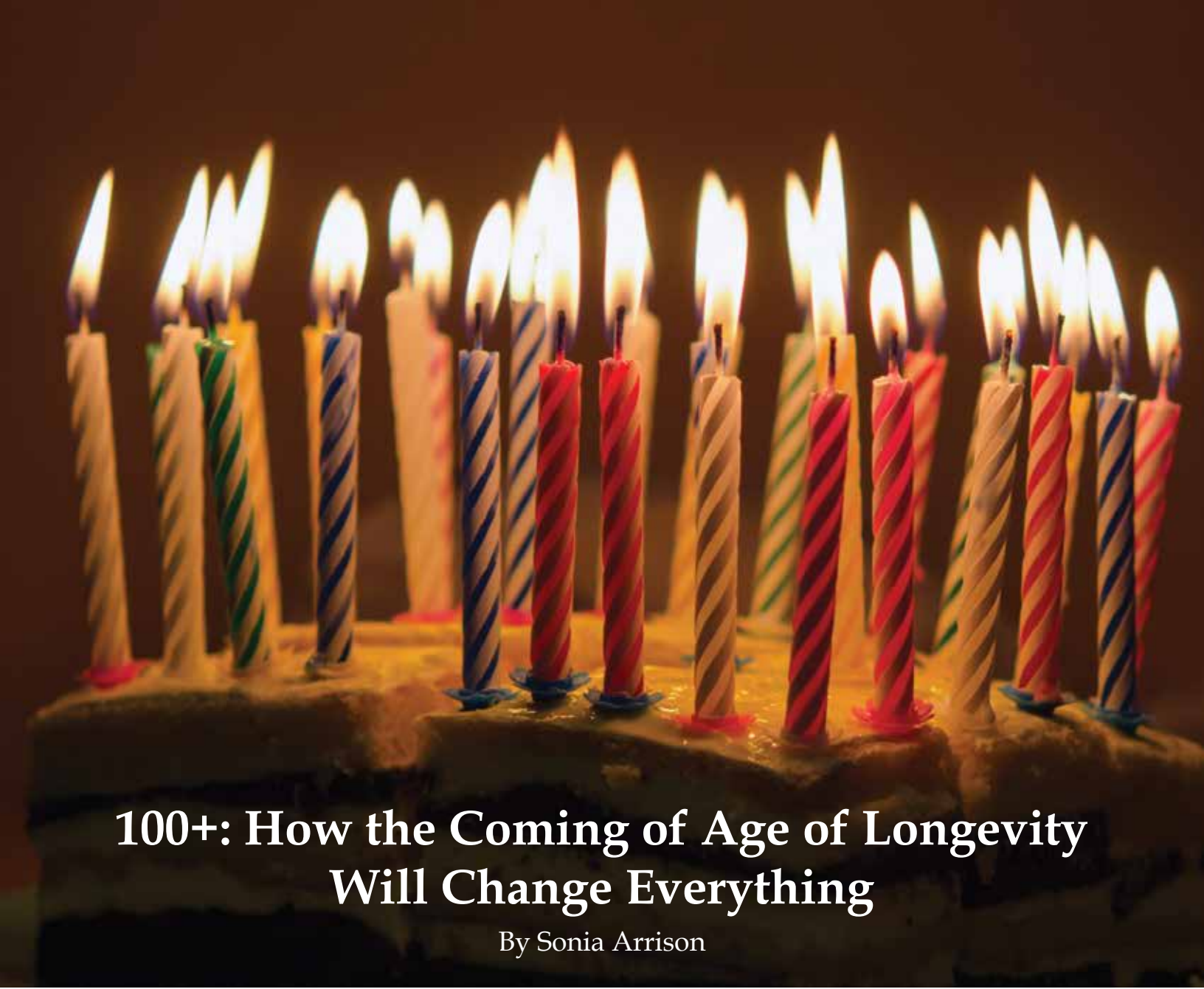
by Joanne Handy

I'm feeling energized – inspired really. I always look forward to our annual conference, but this year felt different to me. Maybe it was Jean Steel and her trademark humor that helped set the tone for the conference. I honestly can't remember the last time that I actually laughed that hard at a conference. Or perhaps it was seeing everyone head out for Monterey's famous Cannery Row as part of the 5K Fun Run (or watching them move around the hotel a little slower on Wednesday). Regardless, there seemed to be a real, palpable excitement this year – something that we haven't had for a while.

I don't say that to be critical. Given the myriad of issues that we have had to confront over the past several years (i.e. lagging economic recovery, persistent budget deficits, funding reductions, etc.), it's not surprising that most of our attention has been focused on the here and now – rather than tomorrow or next week. I get the sense that that is starting to change.

To be clear, the challenges still exist. The economy has not magically turned around. States are not all of the sudden running huge budget surpluses. And key programs that members rely on are not flush with extra cash. What's different I think, is our outlook. That was apparent to me during the Pundits and Predictions general session on Tuesday morning. Rather than focusing on transitions (which more than one panelist described as tinkering around the edges), there seemed to be a real appetite for transformation – for developing new and innovative models of care that will fundamentally change the nature of our work. As Larry Minnix put it, "Behold the turtle ... he makes progress when he sticks his neck out." • • •

Joanne Handy is president & CEO of LeadingAge California.



100+: How the Coming of Age of Longevity Will Change Everything

By Sonia Arrison

For as long as humans have been around, they have dreamed about living forever. Now, for the first time in history, science is bringing humanity closer to realizing that dream through advances that could potentially add hundreds of years of life to the average life span. This pivotal moment in time is not the random result of chance. Instead, it follows directly from a vast culture of human imagination and action directed toward the proverbial fountain of youth.

Even if we could devise a way to live longer, there are heaps of stories explaining why we wouldn't want to. Most of these stories focus on unintended consequences that end in tragedy. From a psychological perspective, such a storyline is not surprising because we humans are extremely good at

rationalizing away things we can't control. That is, if we can convince ourselves that we wouldn't want to live longer, then it isn't so bad that we can't. In this vein, one of the best storytellers of all time was Oscar Wilde.

Wilde's novel *The Picture of Dorian Gray* makes use of the element of fantastic to present a mortality tale about the unintended consequences of extended life. In the story, a young man named Dorian sits for a portrait by the artist Basil Hallward. During a conversation with a friend of Hallward's, Dorian comes to the realization that beauty is fleeting and that his own beauty and youth will inevitably fade. Rather than reconciling himself to this fact, Dorian wishes aloud that his portrait would age instead

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Skilled Nursing

State Departments Hold QAP Meeting

On April 22, 2013, the California Department of Health Care Services held a meeting to update stakeholders on the Quality and Accountability Program for skilled nursing facilities providers that is to be implemented in the coming budget year. One of the biggest surprises was that the performance period has been changed from a calendar year to a fiscal year. The Department went over the options for the scoring of the quality measures and asked for input from stakeholders. The auditing of the 3.2 staffing continues to be an issue in that the program has never been fully tested for reliability and validity. The Department did not share any data concerning the numbers of facilities that would be eligible for the program or the incentive payment amounts.

State Moves MediConnect Implementation to 2014

The California Department of Health Care Services has delayed the implementation date of Cal MediConnect (formerly Coordinated Care Initiative) from October 1, 2013 to no earlier than January 1, 2014. The Department also pushed back the implementation of Medi-Cal managed care in the 26 rural counties from June 1, 2013 to September 1, 2013. Medi-Cal is in the midst of a major transformation. By 2019 approximately two million people are expected to be added to the Medi-Cal program according to a report from the California Health Care Foundation.

All Facility Letter Related to Hospice Care Released

In May, the California Department of Public Health released an All Facility Letter (13-05) which gave a brief summary of Senate Bill 135 (Hernandez, D-West Covina) and answered some of the questions on how providers are to proceed in gaining licensure approval for a hospice facility. The department differentiates between a licensed hospice (service) and a licensed hospice facility (inpatient). Providers who contract for hospice services should contact their hospice providers and/or the local district offices of Licensing and Certifications to ascertain the implications of the new health facility category for their facility.

New MDS Manual Posted

The updated version of the MDS manual has been posted on the Centers for Medicare and Medicaid Services' MDS 3.0 webpage. Changes have been made in the areas of discharge assessments, use

of dashes and the modification or inactivation of an MDS. Providers should ensure that the latest version of the manual is being used for coding of the MDS.

CMS Memo Clarifies Therapy Cap Notification

A recent memo from the Centers for Medicare and Medicaid Services has clarified that providers must issue an Advance Beneficiary Notice of Non-coverage to patients receiving therapy that that will not be covered by Medicare. This includes therapy that is deemed to be not medically necessary or that will exceed the \$1,900 therapy cap exclusion. However, many residents fall under the therapy cap exception and the memo did not address this situation. CMS is aware of this situation and further guidance may be forthcoming in the Open Door Forum.

Prepared by Lori Costa, regulatory and clinical consultant for LeadingAge California. Costa can be reached at lcosta@aging.org or 916-469-3377.

Housing

HUD Making Plans for the 21st Century

The U.S. Department of Housing and Urban Development announced a reorganization plan called "Transforming Multifamily for the 21st Century" The transformation has four major initiatives, which according to HUD will allow the department to apply industry best practices, improve the ability to manage

risk and deliver excellent customer service and increases accountability and national consistency.

HUD headquarters will undergo a restructuring process to streamline the organization into four main offices: Multifamily Production, Asset Management and Portfolio Oversight, Recapitalization and Field Operations.

California will see a number of changes, including the consolidation of Multifamily Hubs and fewer field offices. Nationwide, Multifamily Hubs will be consolidated down to five – with 10 satellite offices. The San Francisco Hub, with a Denver Satellite office, will now cover all of California – along with 13 other states. The Sacramento, Fresno and San Diego field offices will be closed in 2013. HUD will retain the field offices in Los Angeles and Santa Ana, as well as the regional office in San Francisco, Calif.

Other major initiatives include workload sharing, risk-based underwriting and processing in production and an account executive and troubled asset specialists support position in asset management. HUD estimates that under this new structure, the department will save between \$110 and \$150 million over a 10-year period.

For additional information on the reorganization, please visit the Transforming HUD for the 21st Century webpage [here](#).

LeadingAge California Sponsors Housing with Services Resolution

LeadingAge California sponsored SJR 11 (DeSaulnier, D-Contra Costa) Housing with Services was introduced on April 29, 2013. The resolution calls on Congress and the President to support Housing with Services models for seniors in affordable housing. Housing with Services models provide health-related supportive services to low-income seniors on a voluntary basis. Services

can consist of robust care coordination and co-location of providers, such as PACE centers.

Models that provide health related services and supports to seniors are going to be increasing important as California's senior population is expected to grow at twice the rate of the general population. Housing with services models can enable seniors to age-in-place and may reduce hospital and emergency room usage.

CCRCs & Assisted Living

Governor Brown Releases May Revise

Governor Jerry Brown (D) released his May Revision to the 2013-14 state budget last month. In what he called a “prudent budget,” the Governor outlined a deficit-free budget that sees education as the only significant winner. Legislative leaders from both sides of the aisle praised the revised framework as being fiscally responsible and a sound plan. Republican leaders lauded Brown for exercising restraint and demonstrating that there is “common ground” between the Governor and Republicans in the legislature. Assembly Speaker John Perez (D-Los Angeles) also praised the proposal indicating that there are no “major areas of disagreement that cannot be resolved.”

In an apparent shot across the bow to some in the Capitol who might advocate for additional spending now that the state's finances are showing signs of improvement, the Governor quipped, “Everybody wants to see more spending. That's what

As of press time, the resolution had unanimously passed out of the state Senate with a vote of 34-0 and was at the Assembly Desk awaiting committee assignment. The full text of the resolution can be found by clicking [here](#).

Prepared by Carrie Paine, policy analyst for LeadingAge California. Paine can be reached at cpaine@aging.org or 916-469-3372.

this place is, it's a big spending machine.” He added, “I'm the backstop at the end...and I'm going to keep this place in balance.”

The May Revise includes clarification on a number of state initiatives resulting from ongoing negotiations with federal partners and settled lawsuits. Most important among those for this association's members is the continued implementation of the Affordable Care Act – several key provisions of which will be established this year.

A new move by the Brown administration on its expansion of Medicaid to those at 138 percent of the federal poverty level would now include long-term care benefits. The inclusion of long-term care services is dependent on a yet to be approved asset test. Little details were available as of press time, but additional information is expected in the coming weeks.



The Governor's Coordinated Care Initiative will be extending its enrollment start date from October 2013 to January 2014. Diana Dooley, secretary of the state's Health and Human Services Agency, noted that the requested 50/50 share savings of Medicare was not accepted by the Centers for Medicaid and Medicare Services. As a result, managed care plans will be charged a higher tax (anywhere between 2.35 and four percent) to help fund the initiative. The rollout of the CCI in the eight counties will be phased in over time. Los Angeles County will phase-in beneficiaries over 12 months – subject to discussions with the federal government. San Mateo County will enroll beneficiaries over three months. The remaining counties (which include Orange, San Diego, San Bernardino, Riverside, Alameda and Santa Clara) will be phased in over 12 months.

The May Revise also includes the provisions of the IHSS settlements (in the Oster and Dominguez class action lawsuits) that repeal wage and service reductions – including the 20 percent across-the-board reduction. The settlement included an eight percent across-the-board reduction effective July 1, 2013 and seven percent in future years.

The legislature will now begin deliberating the individual components of the May Revise in its various budget committees. The constitutional deadline for the passage of the budget by the Legislature is June 15.

Legislation Introduced to Compel Action – Fallout from Bakersfield CPR Case

Two bills were introduced in the California Assembly attempting to address the recent media attention surrounding a 9-1-1 call and directions by the operator to perform CPR at an unlicensed independent living section of a multi-level retirement community in Bakersfield, Calif. Both measures, AB 259 (Logue, R-Chico) and AB 633 (Salas, D-Bakersfield), would make policies that prohibit employees from performing CPR illegal. However, the measures in their current form fail to address liability issues to the employer in instances where the Good Samaritan laws do not apply. LeadingAge California is part of a

coalition of stakeholders seeking amendments that would adequately address these concerns. AB 259 is currently in the Senate awaiting a committee assignment and AB 633 in on the Assembly Floor.

CCRC Statute Revision Planned for 2014

Discussions are underway with LeadingAge California's Continuing Care Provider Working Group to make significant changes to the Continuing Care Statutes (Health and Safety Code §1771 et seq.) The last substantial statute revision occurred more than a decade ago and included wide input from various stakeholders. The current process will similarly take a comprehensive look at the current statutes to modernize them to current standards and practices. The process will include involvement by the state's Department of Social Services' Continuing Care Contracts Branch as well as an independent resident's advisory group. If you have areas of the Continuing Care Statutes that you would like to see changed, you are urged to contact Eric Dowdy, vice president of policy at 916-469-3376 or edowdy@aging.org. The group will begin meeting in June to prioritize areas that need to be addressed and begin developing legislative language.

Actuary Opinion Legislation Introduced

SB 781 (Lara, D-Long Beach) was recently "gut and amended" to require Type A continuing care retirement communities to require the actuary's opinion be made available online or to a resident upon request. Under current statute, the actuary's opinion is required to be submitted to the state's Department of Social Services every five years, be based on that actuary's study and include opinions on whether the provider has adequate resources to meet all its actuarial liabilities and is actuarially sound. SB 781 is a "two-year" bill and will not be taken up in the legislature until 2014. The bill is sponsored by the California Continuing Care Residents Association. • • •

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

Georgia Traylor

Aunt, Niece Share Family Memories for Mother's Day

Mother's Day has always been special for Georgia Traylor, even though she never had children of her own.

Family has always come first for Traylor, who recently turned 105. The resident of Allen Temple Arms in Oakland, Calif., grew up in Marion, La., where she formed a deep, everlasting bond with her brothers and sisters. Traylor went on to play a major role in the lives of her 10 nieces and nephews, even turning down a chance to go to nursing school in order to help attend to her family.

"After my mother passed away when I was little, my grandfather raised me and my five siblings," Traylor says.

As a child, she worked long days in the cotton fields alongside her brothers and sisters. As an adult, she served as a mother figure and role model for her siblings' children.

Mary Mixon, Traylor's niece, says that her aunt's childhood shaped her interactions with the family.

"We all grew up in a big family house," says Mixon. "We moved from Louisiana to California when I was a young girl, but the whole family stuck together. Everyone was close."

Looking back, Mixon is grateful for Traylor's strength and dedication.

"She always told us we couldn't run around like losers," Mixon

laughs. "She really wanted her nieces and nephews to grow up strong."

Mixon says Traylor was strict but selfless, noting that when Traylor was offered a scholarship to attend nursing school, her aunt chose to pass it up because she wanted to help take care of her family.

"She regrets that decision now," Mixon admits. "But it really proves how dedicated she is to the people she loves. Her dad was sick at the time of the offer, and she knew she couldn't leave him. She is very loyal."

Mixon says her aunt loved being in the kitchen along with family members.

"I'll always remember her singing and baking skills," Mixon says. "I'd come in from being outside, and she'd be in the kitchen with her siblings."

Mixon had a wonderful Mother's Day celebration with her aunt. She says the entire family spent the day at her house, particularly in the kitchen.

"I'm glad the whole family could be with her this Mother's Day," she says. "I couldn't have asked for a better aunt to raise and take care of me." •••

Adapted with permission from ABHOW Words, a newsletter for residents and staff of communities owned by American Baptist Homes of the West.



Accurate Business Results Merges with Mueller Prost

Accurate Business Results – a long-time LeadingAge California Enhanced Associate Member with offices in Long Beach, Calif. – recently announced its merger with Mueller Prost PC, a St. Louis-based CPA and Business Advisory Firm. Mueller Prost specializes in the growing healthcare sector, while also serving clients across all industries since 1983. ABR – a provider of Medicare/Medicaid cost report preparation and reimbursement services – is now operating as the Health Care Division of Mueller Prost. The combination of Mueller Prost PC and ABR provides healthcare providers with a single source for comprehensive tax, financial and reimbursement services.

When asked about the merger, Tiffany Karlin, CEO of Accurate Business Results said, “This is an exciting opportunity for us and our clients. Now we are not simply a reimbursement consulting company, but a full service healthcare specific accounting firm that can provide comprehensive accounting services including financial/HUD audit, tax return preparation, accounting, operations consulting and more. Before the merger we could only work with skilled nursing providers. Now with our general accounting firm services, we can work with all member types. Mueller Prost has affordable housing clients, senior living of all levels of care and long-term care. Their expertise expands beyond just the Medicare and Medicaid

reimbursement and operations that a SNF requires and ABR alone fulfilled. Together we are now able to be a resource to the continuum of care.”

Members who are accustomed to seeing Karlin at LeadingAge California events will not be disappointed. She will continue to service members from her office in Southern California and plans to stay involved in the leadership and volunteer roles she holds with LeadingAge California. For more information, please contact Tiffany Karlin, partner and director of health care services at ABR – now a Healthcare Division of Mueller Prost PC. She can be reached at tkarlin@muellerprost.com or 800-649-4838 ext.18.

Value First Wins MedAssets Partner Award

Value First – the group purchasing organization owned by LeadingAge California, LeadingAge national and 23 other state affiliates – was recently recognized as Affiliate of the Year at the MedAssets Healthcare Business Summit held at Mandalay Bay in Las Vegas, Nevada on Wednesday, April 3, 2013.

The award recognizes the affiliate partner that has shown the highest growth in sales volume and revenue over the previous year. MedAssets Senior Executive VP, Rand Ballard, praised Value First at the awards ceremony for their growth of nearly 80 percent over the past 12 months. Value First is also the first affiliate focusing on long-term care to win the award, and was able to

demonstrate strong growth and sales by providing advantageous pricing to LeadingAge members across the country.

President and CEO of Value First, Jared Schei, accepted the award alongside Chet Chandler, VP of Long Term Care with MedAssets and the executive team of MedAssets.



MedAssets is the largest healthcare GPO in the country, serving more than 100,000 healthcare providers, which allows Value First members to access some of the most competitive contracts in the market. If you are interested in learning more about Value First or how it can improve your bottom line, please contact Courtney Weidmann, LeadingAge California’s purchasing specialist at (916) 469-3392 or cweidmann@aging.org.

Association Announces New Board Members

At last month’s Annual Conference and Exposition in Monterey, Calif., LeadingAge California announced the appointment of seven new members to its Board of Directors – each of whom bring a wealth of knowledge and expertise to the association’s governing body. The following

representatives will each serve two-year terms beginning May 2013:


- *Ron Schaefer*, Executive Director: Casa Dorinda, Santa Barbara, Calif.
- *Frank Rockwood*, Senior Vice President: Ziegler, San Francisco, Calif.
- *Jack Cumming*, Resident: Carlsbad-by-the-Sea, Carlsbad, Calif.
- *Steve Hardy*, Administrator: Salem Lutheran Home, Oakland, Calif.
- *Keith Kasin*, Executive Director: Plymouth Village, Redlands, Calif.
- *Sally Plank-Gutierrez*, Executive Director: Sunny View Retirement Community, Cupertino, Calif.
- *Jeff Krutzsch*, Senior Director of Operations, Valle Verde Retirement Community, Santa Barbara, Calif.

Call for Committee Participation

LeadingAge California is looking for a few good members! Specifically, the association is looking for members who are willing to roll up their shirt-sleeves and help achieve the goals outlined in its most recent strategic plan. Most of this work takes place at the committee level – and that’s where your help is needed.

There are no less than 12 different committees and subcommittees to choose from – including those with a programmatic focus (i.e. member engagement or service excellence) as well as a policy focus (i.e. health services or housing). Each committee/subcommittee meets between three to four times a year and typically rotate between northern and southern California. All appointments are for a one-year term (beginning July 1, 2013) and the association is again actively recruiting residents to participate. Members are responsible for their own travel expenses.














If you are interested in participating at the committee level to help the association expand the world of possibilities for aging, please consider sharing your experience and passion. The committee participation application can be found by clicking [here](#). Please return the completed application to Linda McGuire at LeadingAge California by no later than Friday, June 14. It can be sent either via email to lmcguire@aging.org or faxed to 916-428-4250. • • •



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 Five Centers CA FHA Financing JANUARY 2012 \$30,102,600	 Pleasanton, CA JANUARY 2012 SEPTEMBER 2011 \$20,000,000 \$15,000,000	 Walnut Creek, CA California Obligated Group OCTOBER 2011 \$62,200,000
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 Castro Valley, CA JUNE 2010 \$18,940,000	 Pleasanton, CA FEBRUARY 2010 SEPTEMBER 2006 \$106,580,000 \$50,000,000	 Pasadena, CA DECEMBER 2009 \$26,150,000
 Fresno, CA FHA Financing OCTOBER 2009 \$11,038,000	 Alma Via of San Francisco San Francisco, CA NOVEMBER 2008 \$33,895,000	 Glendale, CA AUGUST 2008 DECEMBER 2006 \$77,805,000 \$62,185,000
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100+: How the Coming of Age of Longevity Will Change Everything



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of him. His wish is magically granted and he begins his soon-to-be tragic life. The catch is that the portrait not only ages but also becomes more disfigured with every act of depravity Dorian commits.

Freed from the physical consequences of his actions, Dorian begins a new life as a hedonist – seeking only pleasure. Dorian is not freed from the moral or emotional consequences of such a life, however, and he becomes increasingly bitter over his fate – eventually killing the artist Hallward in an act of vengeance-induced rage. Dorian attempts to reform and tread a new path but finds that the aging and disfigurement of the portrait have only grown worse. Finally, he destroys the painting and instantly dies himself.

But not all stories about the topic of longevity are so negative. Director Ron Howard's 1985 film *Cocoon* offered a new twist on the fountain of youth story. A tale of a group of retirement home residents who break into a nearby mansion to go swimming in an elaborate pool – only to discover that they are getting physically younger.

Unbeknownst to them, the house has been rented by a group of aliens who have returned to earth after 10,000 years to retrieve comrades who were left behind – in podlike cocoons. The water in the pool is filled with an unspecified “life force” that will rejuvenate the aliens and allow them to return home. The aliens discover the elderly swimmers but let them keep visiting as long as they promise not to disturb the cocoons in the water. They agree, but eventually word gets out and the pool is overflowing with people desperate to become younger again. Unfortunately, this many people in the pool kill the cocooned aliens. The remaining aliens decide to leave but offer to take the original group of retirement home residents with them – they will still feel young they are told and will never age. When asked if they'll live forever, the alien leader replies, “We don't know what forever is.” Here, rejuvenation is portrayed as an adventure and the opening of new possibilities rather than a punishment from which to be released. This is the longevity that humans have historically longed for – and it has fueled many types of actual attempts at extending human life.

Living longer in a healthy state has been the collective dream of humanity for ages. The concept of death produces great anxiety, which has helped to inspire creative thinkers and motivate real action. One way to resolve this anxiety is to accept our fate under the reasoning that somehow humans are responsible for it. Whether humans angered a god, or just didn't follow proper dietary and other rules, death is our fault. Another way to tackle the issue is to imagine that nasty things would happen if we were to extend our lives – and many characters like vampires, Frankenstein's monster and Jonathan Swift's struldbugs – are examples of these horrible results. A third method is to attack the issue head-on and attempt various experiments to make humans longer-lived and healthy. As we have seen, many such experiments are failures, but each failure is a lesson and humanity is now much closer to walking down the right path.

One of humanity's greatest achievements is the extension of the average life span. Consider that for a person born during the Cromagnon era, life expectancy was a meager eighteen years. By the time of the Renaissance, a person could

expect to see thirty birthdays, and by 1850 that number had risen to forty-three. Now, people born in Western societies can expect close to eighty birthdays and look forward to more as science and technology advance. Humanity persists in chasing longer life and greater health – and even though the gains so far have been significant, even more dramatic possibilities await.

The next time you're at a cocktail party, try asking the other guests what a Stanford University aeronautics student has in common with a farmer in Illinois. If no one can guess, try making the question easier by asking what a United Airlines 737 jet and a John Deere tractor have in common. The answer is a precision global positioning system. Tractors have come a long way since John Deere started out in 1837 forging his first steel plow. If Deere were alive today, he would certainly be surprised to see tractors help drive themselves. When farmers work their fields, they go back and forth over many acres at a time. If they don't drive in perfectly parallel lines or if they drive over the same areas twice, it can cost thousands of dollars in wasted fuel, fertilizer and pesticides. With GPS precisely guiding a tractor to within three centimeters of a specified path, however, there is less waste, greater revenue and higher yields.

Why does this tractor example matter for a book about longevity? Because it helps to demonstrate how human ingenuity works to solve real and potential problems – such as food shortages – that might occur if longevity leads to increased population growth. Increased health and life spans may be a dream

come true, but many worry that it could turn nightmarish owing to problems like overcrowding, resource depletion and greater population. Living a long time might be wonderful on an individual basis, but what if many people can do it? Would the world still be a place in which we would want to reside?

In his *Essay on the Principle of Population* (1798), Thomas Malthus advanced this thesis: “The power of population is indefinitely greater than the power in the earth to produce subsistence for man. Population, when unchecked, increases in a geometrical ratio. A slight acquaintance with numbers will show the immensity of the first power in comparison with the second.” This notion that population grows faster than the ability to provide for ourselves seems intuitive to some and was borrowed by Stanford professor Paul Ehrlich, who wrote the 1968 best-selling eco-doom book *The Population Bomb*. Ehrlich was so sure that humans were going to overpopulate that he predicted, “In the 1970s the world will undergo famines – hundreds of millions of people are going to starve to death in spite of any crash programs embarked upon now. At this late date, nothing can prevent a substantial increase in the world death rate, although many lives could be saved through dramatic programs to stretch the carrying capacity of the earth by increasing food production.”

Instead, the opposite happened. Today, many around the world are struggling with obesity, or the consumption of too much food, all while the world's population has been growing. In an interview with

the *Wall Street Journal*, Microsoft co-founder Bill Gates explained the dynamic this way: “Malthus was wrong because his math didn't adequately take into account the influence and power of the human mind.” That is, more ideas lead to new ways of producing the things that we need, which is why we are not facing scarcity even in the face of population growth.

We are at the cusp of a radical change in social consciousness. Humanity is finally in a position to shed its acceptance of disease and death and instead launch a true offensive against it. That is the good news, but it comes with a qualifier. Great things do not miraculously happen on their own, and health extension is no exception. The longevity revolution depends on the strong and sustained efforts of a diverse set of people who refuse complacency. Policy makers, activists, educators, investors and a whole host of others need to come together to fight for their lives. We now know that aging is plastic and that humanity's time horizons are not set in stone. A longer health span means more time to enjoy the wonders of life, including relationships with family and friends, knowledge seeking, adventure and exploration. As science and technology advance, so do our opportunities for eliminating suffering and promoting health and welfare. No other mission can be more important. • • •

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Advancing a Technology-Enabled Standard of Care

Call for Presentations Due June 30

This year's AgeTech West conference entitled “Aging Services Meets Silicon Valley: Creating the Future of Care” moves to a slightly different format starting Thursday afternoon, November 14 and concluding by 5:00 p.m. on Friday, November 15. It will feature venues and exciting content that take advantage of its Silicon Valley location at the San Jose Marriott.

Proposals are sought for sessions that will provide insights on technology-enabled care applications and decision making guidance for senior living/aging service providers on the west coast. Presentations that are applicable to specific settings or modalities of care – including Assisted Living, Skilled Nursing, Independent Living, Affordable Senior Housing, Home Care, Memory Care, Care Transitions, CCRCs and PACE are encouraged. The presentations should focus on covering technology selection, successful integration, achieving resident and staff buy-in and employee training. Click [here](#) to download the Call for Presentations.

AgeTech Welcomes Sodexo – Congratulates to Front Porch

AgeTech West is pleased to welcome Sodexo Senior Living as a charter Business Partner Sponsor. Business Partner sponsorship is designed to give visionary, innovative companies operating in the aging services and health care sectors partnership with AgeTech West to advance the effective use of technology-enabled services. They support the achievement of AgeTech's strategic objectives in education, advocacy, enabling change and

development of opportunities through financial sponsorship and active engagement. Wayne Langley, Sodexo's regional vice president will serve on the AgeTech West Advisory Council.

AgeTech congratulates the Front Porch Center for Technology Innovation & Wellbeing – an AgeTech Premier Provider Partner – for receiving the 2013 LTC & Senior Living LINK Spirit of Innovation Award with its Model eHealth Initiative for the Aging which moves aging services beyond bricks & mortar and builds bridges with community partners. The LINK Spirit of Innovation Award recognizes provider organizations for their innovation, dedication to improvement, development of best practices, and commitment to the success of the long term care and senior living industries.

Project Results Show Improved Senior Medication Adherence with Cell Phone Text Reminders

The Front Porch Center for Technology Innovation & Wellbeing also recently announced successful results from its “Minding Our Meds” pilot project to demonstrate senior medication adherence with

cell phone texting reminders. Through a mobile health grant from the Center for Technology and Aging, the Front Porch Center teamed with CareSpeak Communications to pilot the CareSpeak mobile Health manager™ technology. Sprint Nextel provided free phones and discount voice and texting services for the pilot.


The project featured customized texting services for medication alerts, diabetes and other chronic disease medication reminders, and medication tracking programs for seniors at Front Porch communities and neighboring senior centers. The published pilot results show improved medication adherence among active, independent older adults with access to a cell phone texting service. The project's success offers a replicable and sustainable model for using mHealth technology solution for medication adherence at Front Porch moving forward. Click [here](#) for more information on the project and outcomes. • • •

Prepared by Scott Peifer, Executive Director AgeTech West. Peifer can be reached at speifer@aging.org.


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For more than 50 years our attorneys have worked side-by-side with the nonprofit communities that form Aging Services of California. We continue to be inspired by our clients' commitment to the people they serve. We are proud to share that commitment and look forward to helping build a better future for seniors in California.

We understand your legal needs because we understand your world. Turn to us for: Business, Tax Exemption and Regulatory Issues; Litigation; License Deficiency Appeals; Long-Term Care Acquisitions, Financings, Leases, Management Contracts; RCFE and CCRC Development and Operations; Labor and Employment Matters; Insurance Recovery Issues.

SAN FRANCISCO
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EAST BAY

Certificate Program for Directors of Nursing Kicks Off this Month

Attention LVNs, Charge Nurses and DONs – this program has been designed for you. Research has shown improvements in overall quality of care increases when an organization has strong nursing leadership abilities. Take advantage of this unique program and register now. The program will be offered in both Northern and Southern California and is open to LeadingAge California members as well as non-members.

For registration information, please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

Mark Your Calendars

LeadingAge California is pleased to announce two new and exciting conferences that will be coming your way later this summer:

Marketing Strategies: The Sum of Its Parts Sales & Marketing Conference

Change is happening. Strategies are being strengthened. Objectives are being fine tuned. Marketing strategies are getting refined and reinvented. Stay ahead of the curve; examine your marketing position, planning, monitoring, media, print, social, strategic budget planning, pricing, branding and more. Discover what works and what doesn't. Learn to examine your plan objectively to stay ahead of the curve at the Marketing

Strategies Conference, July 30, 2013 at the Marriott Burbank Airport Hotel.

For registration information, please visit the LeadingAge California [website](#), or call Margaret Morneau at 916-469-3371.

Human Resources' Role in Building, Defining and Leading Professionals Conference

Join your peer at the Human Resources professionals August 13, 2013 at the Marriott Burbank Airport Hotel to gather a wealth of knowledge on HR's role in building, defining and leading organizational culture from technology & innovation to employee wellness programs.

For registration information, please visit the LeadingAge California [website](#), or call Margaret Morneau at 916-469-3371.

Brown Bag It! HR Updates for 2013 Webinar Series

Join Terry A. Willis, partner with Cook Brown, LLP as she discusses the dozens of new California labor laws and legislative bills that were passed and went into effect January 1, 2013. It is a daily challenge to deal with the legal pitfalls of Human Resources without continuing education to keep abreast of the latest legal changes and the best employment practices. Each 60-minute webinar offers NHAP, RCFE, CASP, BRN and HRCI continuing education units.

For registration information, please visit the LeadingAge

California [website](#), or contact Margaret Morneau at 916-469-3371.

MDS 3.0/RUG IV Distance Learning Series:

LeadingAge California has teamed up with LeadingAge Ohio and Plante Moran to offer a series of affordable, up-to-date learning educational sessions about the process of completing the Minimum Data Set 3.0 and the impact of its accuracy. Running through July of this year, each teleconference is 90-minutes long. BRN and BBS continuing education units are available for each session.

For registration information, please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

"A Day of Advocacy" for Residents of Affordable Senior Housing

Affordable senior housing residents of Christian Church Homes, PEP Housing, Eden Housing, American Baptist Homes of the West, Satellite Affordable Housing Associates, EAH Housing and Mercy Housing of California will be participating in "A Day of Advocacy" on Wednesday, June 12. Residents will encourage state legislators to support safety net programs and increased revenues to help meet the rising needs of affordable housing for seniors in California. For additional information, please contact Susan Holt at 916-469-3383.

Dates to Remember

Save the Date

2013-14 Director of Nursing Certificate Program

Eskaton: Carmichael, Calif.

Module I – February 15-16, 2013

Module II – April 11-12, 2013

Module III – July 11-12, 2013

Module IV – October 10-11, 2013

Module V - 4 On-Demand Webinars

Hillcrest: LaVerne, Calif.

Module I – February 22-23, 2013

Module II – April 18-19, 2013

Module III – July 18-19, 2013

Module IV – October 17-18, 2013

Module V - 4 On-Demand Webinars

Sales & Marketing Conference: Marketing Strategies: The Sum of Its Parts– July 30, 2013, Marriott Burbank Airport Hotel, Burbank, Calif.

Human Resources Conference: The Role in Building, Defining and Leading Professionals – August 13, 2013, Marriott Burbank Airport Hotel, Burbank, Calif.

AgeTech West Conference & Expo: Aging Services Meets Silicon Valley: Creating the Future of Caring – November 14-15, 2013, San Jose Marriott, San Jose, Calif.

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.

MDS 3.0/RUG IV Distance

Learning Series – January - July 2013

Visit our [website](#) or contact Margaret Morneau at mmorneau@aging.org or 916-469-3371.

Brown Bag It! HR Updates for 2013 Webinar Series

May 2, 2013

May 30, 2013

Contact Margaret Morneau at mmorneau@aging.org or 916-469-3371.

Region Meetings

Los Padres Region – June 13, 2013

Noon–1:30 p.m.

Topic: Successful Aging in Action

Location: Solvang Lutheran Home
636 Atterdag Road
Solvang, Calif., 93463

LA Valleys Region – June 20, 2013

Noon–2:00 p.m.

Topic: To Be Determined

Location: Navigage
700 North Stoneman Avenue
Alhambra, Calif., 91801

Inland Empire Region – June 21, 2013

8:00 a.m.–10:00 a.m.

Topic: Surplus Drugs Filling the Gap

Location: Hillcrest
2705 Mountain View Drive
LaVerne, Calif., 91750

Sequoia Region – June 26, 2013

11:30 a.m.–1:30 p.m.

Topic: TBD

Location: Bethel Home Village
1250 Rorden Avenue
Selma, Calif., 93622





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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.

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