

November 2013

agenda™

LeadingAge California



Will Youthful Tech Giants Alter the Future Realities of Aging?

They intend to do just that

By Scott Peifer

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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 52nd year of public service.

The Wise Use of Technology-Enabled Care

By Joanne Handy

This issue of *Agenda* focuses on the exciting role technology will play in our profession in the not too distant future. Innovators in Silicon Valley and the nonprofit senior living sector are converging around the issues of aging independently with the assistance of technology. Almost every article on trends that impact senior living lists technology near the top of the list. Tackling aging issues with technology will not be a small feat. The concerns of privacy, cost, training, and familiarization with technology are frequent, but not insurmountable barriers.

We must also combat the bias against technology in our person-centered field. There are those that admonish the use of “machines” to do the work of warm-blooded human beings. I would counter that argument and contend that if used wisely and appropriately, technology enhances the human interaction and does not diminish it.

LeadingAge California has been at the forefront at developing and encouraging technology among senior living providers. Established in 2010, AgeTech California was the association's bold step into shaping how providers can use these tools for care enhancement. Since then, AgeTech has expanded to become AgeTech West with the addition of our two West Coast partners: LeadingAge Oregon and LeadingAge Washington.

Our technology conference continues to build on its success. The 2013 AgeTech West Conference will be held November 14-15 at the Marriott Hotel in San Jose. The title, “Aging Services Meets Silicon Valley: Creating the Future of Care” further explores the convergence of technology and care providers in our shared effort to support aging in place and improve quality of life for older adults. I hope you will join us.

*Joanne Handy is president & CEO
of LeadingAge California.*

Will Youthful Tech Giants Alter the Future Realities of Aging? *They intend to do just that*

By Scott Peifer

Companies like Google, Intel, Philips, Qualcomm and Yahoo! are among those who have set their sights on impacting the future of aging and frailties that have long promised to greet all of us as we age. While some have been working on issues related to aging for some time, others have finally heard the decades-old clarion call of the age wave and have launched full-fledged aging initiatives. Service providers and older adults stand to benefit.

Take **Google** for example. As with many Silicon Valley technology companies, Google is known for its youthful and playful work environment featuring a casual workplace and perks from free candy and gourmet food to pool tables and ping pong. A few years ago, an employee beyond the ripe old age of 40 was told by his optometrist that he needed progressive lenses. Upon reviewing the employee vision benefits package, he was dismayed to learn that their plan did not include coverage for progressive lenses. When he approached the benefits administrator about coverage, the reply went something like “what are progressive lenses?” Google – heralded as one of the most “progressive” companies on Earth – hadn’t encountered progressive lenses, nor much else related to aging.

Hence the “Greyglers,” an affinity group for employees over the age of 40 was born to “make Google culture... welcome to people of all ages.” Now 650-employees strong, the Greyglers recently added the external focus of making an impact for seniors broadly, and has developed a one-touch video conferencing solution that is easy for older adults to use. Google recently

elevated the aging demographic on its marketing radar, and its “Media Lab” will soon be producing Google commercials aimed at boomers. The Greyglers will host a group of 55 AgeTech West conference attendees on November 14 for a tour of Google’s Mountain View, California campus and innovation lab, one of its very first tours for an aging-related group.

But Google is up to much more than video chatting for seniors and boomer media. In 2010, Google launched “Google X,” the search giant’s factory for moonshots, those million-to-one scientific bets that require generous amounts of capital, massive leaps of faith, and a willingness to break things. X’s aptly named director Astro Teller describes the lab’s mission as “anything which is a huge problem for humanity we’ll sign up for, if we can find a way to fix it.” Google X has already produced game-changing innovations such as the driverless car and Google Glass – both of which promise to change many aspects of daily life in the future – including what we have come to accept as the realities of aging such as embarrassing “senior moments” and debilitating loss of transportation independence.

Google co-founder Sergey Brin referenced the potential impact of driverless cars for older adults by saying, “Autonomous cars may seem like a gimmick, but when you consider all the time that people won’t be devoting to their rearview mirrors, and all the efficiencies that come from cars that could be zipping between errands rather than idling in parking lots, the world looks like a very different place. Car

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CCRCs & Assisted Living

Governor Signs Employer CPR Legislation

Governor Jerry Brown recently signed AB 633 (Salas, D-Bakersfield), a bill that was prompted after an incident occurred in a Bakersfield senior living apartment where 911 was called and CPR was instructed to be performed. However, the employee could not comply due to the policy of not providing resuscitative care in the unlicensed apartments. The new law clarifies employers' responsibilities and prohibits policies that prohibit an employee from voluntarily providing emergency medical services in response to an emergency.

The new law contains provisions that allow employers to adopt and enforce a policy authorizing employees trained in emergency services. However, in emergencies any available employee may voluntarily provide emergency medical services if a trained and authorized employee is not immediately available. The new law includes provisions that allow employers to enforce requests to forgo resuscitation such as DNRs, POLST, Advance Health Care Directive, or a legally recognized health care decision maker. To view a copy of the law, click [here](#).

Bill to Stop Nuisance Prop 65 Lawsuits Passed

A bill to prevent nuisance lawsuits in California was signed last month. AB 227 (Gatto, D-Burbank) was signed into law

by Governor Brown and will address the flood of lawsuits filed under the state's Proposition 65, or the "Safe Drinking Water and Toxic Enforcement Act of 1986." Attorneys have been canvassing nursing homes and other senior living providers for violations of the initiative's signage requirement. The law allowed private enforcement of this provision and suits were filed en masse with some attorneys willing to settle the case for a large fee. The new law will place new requirements on any person filing an action for exposure and prohibit filing if certain conditions are met. The law also provides for opportunities for the alleged violator to correct the violation, pay a small fine (\$500) within 14 days, and notify the person in writing of the corrected violation to avoid further legal action. The new law took effect on October 10, 2013. To read the specific provisions of the new law, click [here](#).

Grassroots

The Terraces of Los Gatos Wins Top Award for Dignity through Technology

The Terraces of Los Gatos has earned the Gold Award for Dignity from McKnight's Excellence in Technology Awards for implementing smart bed technology in the skilled nursing units of their continuing care retirement community. Smart

Fees & Charges Bill Signed

A bill that aims to prevent providers from charging certain fees after a resident is deceased was signed by Governor Brown. The provider sponsored bill, AB 261 (Chesbro, D-Eureka), prohibits residential care facilities for the elderly (RCFEs) from requiring "advance notice for terminating an admission agreement upon death" of the resident. The new law also contains provision that do not allow licensees to impede the removal of the resident's property during reasonable business hours and include refund provisions for fees paid in advance. The new law includes an exclusion for continuing care retirement community entrance fees and equity projects. To view the chaptered bill, click [here](#).

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.

bed technology, including a biometric sensor and cloud-based monitoring, can provide a better resident experience. Besides improving response times and position change management, this advancement is helping protect residents' dignity by eliminating the need for loud and embarrassing alarms to alert staff when a resident falls out of bed. Click [here](#) to read the full article.

Save the Date! Home District Week December 9–13, 2013

It's time to prepare for LeadingAge California's annual Home District Week. This event provides an opportunity to invite state and federal legislators to your community and show off the important services you provide for California's aging population, while also informing policy makers about community needs and regulatory barriers.

Participants in Home District Week provide a legislator with a community tour, or meet in legislative district offices, and discuss policies affecting the ability to care for community members and assist in aging with dignity. The purpose of the event is to personally demonstrate the importance of supportive aging services policies and to let lawmakers know first-hand the needs of their district constituents. These meetings provide legislators with "real life" examples to use during legislative briefings and policy debates relevant to the communities you serve.

LeadingAge California will help organize and schedule your meeting, and provide you with detailed information and talking points as we walk you through the event. Assistance with visit specifics, media announcements, and other logistics are also available to ensure a successful experience with your legislators.

For more information on how to participate in Home District Week, please contact Susan Holt at sholt@aging.org or (916) 469-3383.

Housing

Mapping Tools Assist in Affordable Housing Preservation

With the variety of federal, state, and local funding sources for affordable housing production and subsidy securing a comprehensive list of affordable units is difficult at best. Recent developments in mapping tools are enabling public and private entities to better understand the current stock of affordable housing and better plan for affordable housing developments in the future.

One example is the Subsidized Housing Information Project, funded through the MacArthur Foundation and developed by New York University's Furman Center for Real Estate and Urban Policy. Accessible to the public, the SHIP database catalogues information on nearly 235,000 subsidized units funded through 50 disparate government and public datasets. The program standardizes the data and gives users the ability to track multiple funding sources associated with a specific property and identify properties that are at risk of opting out of affordability stock.

Further evaluating the data in relation to a wide range of neighborhood-level indicators allows users to visually compare different subsidized housing units throughout the city, looking at the distribution of units in relation to public transportation, employment centers, points of interest and other neighborhood amenities. Users can also integrate SHIP data into customized

maps, allowing them to see the direct correlation between these neighborhood characteristics and affordable housing locations. The opportunity to visualize all of these components helps highlight the critical role affordable housing plays in achieving the dual goals of improving the lives of residents and creating thriving communities.

Research is also being conducted to collect data on a national level. In a separate project, the National Low Income Housing Coalition and the Public and Affordable Housing Research Corporation joined together in 2012 to create a preservation database on 4.5 million units in more than 75,000 federally assisted properties.

Policy implications for robust databases and mapping software can assist developers and policy makers targeting for preservation the most important at-risk units to build sustainable communities. The full article featured in *Evidence Matters* can be found [here](#).

TEDCity2.0 Looks at the Future of Cities

In late September, TED, which stands for Technology Entertainment and Design hosted TEDCity2.0 at the TimesCenter in New York City. The conference brought in speakers from around the country and focused on poverty and the future of cities. The event, sponsored in part by the Department of Housing

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and Community Development, featured Shaun Donovan, the Secretary of the U.S. Department of Housing and Urban Development. Donovan's talk focused on the 4,400 areas of concentrated poverty and the impact on communities. As an example, he told the story of an individual living in public housing receiving assistance from an average of eleven federal agencies on a daily basis, all of which operate in silos; this results in increased cost to health care, loss of economic efficiency, poor urban planning leading to food deserts and insufficient public transportation. Donovan challenged TEDCity2.0 participants to reach out to professionals in other areas, including transportation, education, public safety and technology to reinvent communities, with HUD leading by example in their Health in all Policies initiative and their collaboration with the U.S. Department of Health and Human Services.

TEDCity2.0 can be live streamed from the TEDCity2.0 [website](#).

Community-Based Services

Governor Signs Domestic Workers Bill of Rights

California joins two other states with the establishment of a Domestic Workers Bill of Rights. AB 417 (Ammiano, D-San Francisco), sponsored by the California Domestic Workers Coalition and signed by Governor Brown, offers labor assurances to home health aides, child care workers, and other domestic workers. The bill provides overtime pay to domestic workers that work over nine hours in any workday or over 45 hours in a workweek. Provisions that would have required meal and rest breaks were removed. The bill was opposed by a number of home care companies, arguing that it would impact their ability to provide affordable care to the elderly and disabled that need around-the-clock care and may price out live-in care for many individuals.

Prepared by Carrie Paine, Director of Policy-Housing and HCBS, for LeadingAge California. For inquiries, contact Jack Christy at jchristy@aging.org or 916-469-3366.

Skilled Nursing

Medi-Cal QAP or California's P4P

In 2005, historic state legislation altered the way that Medi-Cal sets payment rates for skilled nursing facilities (SNFs), from a flat rate for all to a facility-specific rate based on specific categories of costs and limits. Part of that legislation (AB 1629) established a Quality Assurance Program (QAP) to be defined by the state and stakeholders. The legislation gave the stakeholders and the state a year to develop the plan. Finally, in June of 2013, the state presented its draft plan based on stakeholder discussions.

The long delay in getting this plan up and running is directly attributable to the state budget deficits resulting in deep Medi-Cal cuts over the past several years. In order to pay for QAP, nursing homes' representatives acquiesced to a one percent give-back to the state, on the condition that skilled nursing provider rates increase more than one percent. During the hard-deficit years nursing home rates did not increase, hence there was no way to fund the program. The current state budget (FY 2013-14) does provide for more than a one percent increase in SNF Medi-Cal provider rates, thus triggering payments into the QAP Fund.

Money from the QAP Fund will be used to reward Medi-Cal skilled nursing facilities demonstrating superior performance in five categories of metrics describing quality care. The five categories of quality are: Staffing, Physical Restraint, Facility-Acquired Pressure Ulcers, Immunizations, and Patient/Family Satisfaction. Stakeholders have questioned the rules of eligibility for QAP Fund payments as well as the formula for distributing the money among the good performers.

Despite being more than three months into the fiscal year, the state has yet to publish nursing home rates for this fiscal year. The many challenges of creating the Coordinated Care Initiative and fundamentally changing how Medi-Cal services are to be provided has slowed the state's ability to complete work on other priorities. In any event, the QAP rules should go through the full regulation writing process so that they will be fully vetted. So far, no formal rule setting process has been initiated by the state. • • •

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 & Dorothy Munson

Enjoying the Present with an Eye on the Future

Technology has always intrigued John Munson. Originally trained as a chemical engineer, he was employed by Control Data in San Diego for more than 20 years.

Munson also worked for DuPont and attended guided-missile school while serving in the Army.

So imagine his excitement when he found a retirement community that was willing to install a charging station for his electric car. That's just one of the amenities that drew Munson and his wife, Dorothy, both 87, to The Terraces of Los Gatos in Los Gatos, Calif.

They seemed pretty forward-thinking here and were willing to install a charging station, not just for my use, but for others who might need it," says John, who bought his long-desired electric car after moving back to San Jose. "That impressed me right away."

The Munsons moved to The Terraces in 2012 and are pleased with their new home. Dorothy, a retired medical assistant, requires a special diet because of health issues. It can be a challenge to find low-protein vegetarian meals, but they are available at the Terraces.

"The new chef has been very accommodating," she says. "They're making new dishes already and have promised to have at least one vegetarian option on the menu in the coming months."

John is an avid tennis player

and teaches the sport at West Valley College, so an active lifestyle is important to them.

"Other communities were alright, if you wanted to go bird-watching," laughs John. "But here, we're not only close to our family, we're close to shopping, and other things are in walking distance. We're not totally dependent on the activities at the community, although those are numerous."

Dorothy and John have found friendly people at the Terraces, and they have enough space in their apartment to enjoy visits from their middle school-aged granddaughter and other guests. The continuing care retirement community, which recently received the Gold award for Dignity from McKnight's Excellence in Technology for its new smartbed technology, includes all areas of service, including assisted living, should the Munsons

need it. "Being able to stay in one place as we age was very attractive," says John.

"It's a nice community and has everything we need," says Dorothy. "Obviously, everyone needs to make up their own minds, but I'd say, for us, this is the perfect place." •••

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



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EMERGE Leaders Innovate and Inspire to Lead Change ...

LeadingAge California was proud to release last month the action learning work created by the EMERGE Class of 2012-2013. An important part of the EMERGE leadership development program is the assigned Action Learning Project (ALP), in which Fellows create an idea or act on an opportunity around the themes of leading change or innovation and bring that project back to their own organization. Projects have ranged from developing partnerships, implementing new programs, to embracing new technologies. Through the action learning process, Fellows have the opportunity to strengthen their organization and the people they serve. Members are invited to view the [EMERGE 2012-2013 Action Learning Projects](#) and discover the latest innovations of our future leaders in the field.

Recently, alumni have come together with fellow California graduates from the national LeadingAge Academy to form an alumni network called the California Leadership Committee. The work of this committee will include promoting the EMERGE program throughout the state of California, provide guidance to incoming fellows or applicants, and support member engagement and advocacy within the association. LeadingAge California members can anticipate to see a strong presence of the California Leadership Committee along with graduates in the upcoming year at conferences, regional events and information sessions.

LeadingAge California has partnered once again with Sodexo and Masonic Home of California to offer this comprehensive leadership development program designed to better prepare its membership for the future. Applications for the EMERGE Class of 2014-2015 will be available [online](#) at the beginning this month. This one-year program is available for all LeadingAge California members that are interested in applying or know someone at their own organization that has the potential to demonstrate leadership in the aging services field. The application deadline will be February 14, 2014. For more information, visit our [EMERGE webpage](#) or contact Megan Maddox at mmaddox@aging.org.



Approved Vendor, Ascension Benefits, Brings New Representative to LeadingAge California

Ascension Benefits is the LeadingAge California Approved Vendor for Employee Benefits. Their

experience with not-for-profits and, in particular, LeadingAge California members has proven them experts in employee benefits, the Affordable Care Act, and has provided substantial savings to LeadingAge California members.

Ascension is thrilled to announce that Erika James, Vice President at Ascension Benefits, will now be the lead representative for LeadingAge California members. Many members have met Erika at past LeadingAge California conferences and she has been a stellar presenter at multiple LeadingAge California webinars regarding employer responsibilities under healthcare reform. Erika brings over 25 years of management and consulting experience, most-recently 10 years with small business and non-profit organizations. Prior to joining Ascension, Erika founded Full Circle Financial and Insurance Services, located in Martinez, California which is now part of Ascension Benefits and Insurance Solutions in Walnut Creek, California.

“We are excited to have Erika working with our members,” said Stephanie Doute, LeadingAge California Vice President of Membership and Group Services. “She’s a really great person to work with and we think this truly makes the partnership between Ascension Benefits and LeadingAge California stronger and more beneficial to members.”

For more information on the services provided to members by Ascension Benefits, contact Erika James at (925) 407-0416 or ejames@ascensionins.com. You can also contact Stephanie Doute, LeadingAge California Vice President of Membership and Group Services at sdoute@aging.org.

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Will Youthful Tech Giants Alter the Future Realities of Aging?

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ownership would be unnecessary, because your car (maybe shared with your neighbors) will act like a taxi that's summoned when needed. *The elderly and the blind could be thoroughly integrated into society.*

Google Glass has the potential to remove some of the everyday barriers experienced by older adults. By displaying information in a hands-free format that instantly processes its surroundings and interacts with the Internet when prompted by voice commands, it can provide a variety of real-time information right to the wearer's line of sight. **Thad Starner**, founder and director of the Contextual Computing Group at Georgia Tech's College of Computing, joined the team at Google X in 2010 as a technical lead for the development of Google Glass after ping-ponging Google's founders about it being the right time to meld Google's search engine with his work on wearable augmented-reality technology. Regarded by the industry as one of the pioneers of wearable computing, Starner has worn wearable computers continuously since 1993. According to Starner, each time computing becomes more interactive, a revolution in new services and capabilities results, breaking down barriers that most people did not even realize were there. Google Glass promises to significantly improve interactivity, reducing the amount of time between a user's intention to do a task and the action to complete that task.

More importantly, Starner contends, reducing the time between intention and action can be critical for assistive interfaces. Glass's early "Explorers" have already designed several such interfaces, including a means for assisting people with low vision in daily chores and a way to help users learn American Sign Language during everyday life. During his keynote at the AgeTech West conference on November 15, entitled "*Lowering Barriers with Google Glass*," Starner will reveal some of the more exciting interfaces being designed for Glass, particularly those which enable older users to maintain their independence.

Health-tech giants, like **Philips Healthcare** have been quick to recognize the potential value for Glass in various health care settings. Researchers from Philips' newly created 'Digital Accelerator Lab,' a cross-sector innovation platform with labs based in the Netherlands and India, is exploring the potential use of Google Glass in clinical settings. The initial aim is to create the first proof of concept for Google Glass and Philips' "IntelliVue" surgical information technology. Conceptually, physicians wearing Glass could simultaneously monitor a patient's vital signs and react to surgical procedural developments without having to turn away from the patient or procedure. A physician could also monitor a patient's

vital signs remotely, or enlist assistance from doctors in other locations via live, first-person point-of-view video conferences with other surgeons or medical personnel. Researchers' next goal is to explore other opportunities to integrate Google Glass seamlessly with Philips healthcare solutions, including remote vital sign monitoring to improve care outcomes, provide better value and expand access to care. **Mike Breslow**, MD, Senior Director for Research & Development in the Hospital to Home division of Philips Healthcare will present on one of Philips' home-based pilot projects which focuses on enabling care for people with multiple chronic illnesses during the AgeTech general session entitled "*Cracking the Code for Managing the Health & Wellness of an Aging Population*" on November 15.

But Google's ambitions for impacting aging now go beyond Google X. Last month Google announced the creation of "Calico" (for "California Life Company"), a new company focused on health and well-being, in particular the challenge of aging and associated diseases. Calico's CEO is Art Levinson, the chairman at Google's chief rival Apple, Inc. In an unusual move, Apple CEO Tim Cook weighed in on his competitor's venture and recognized the common societal experience of aging, saying that "for too many of our friends and family, life has been cut short or the quality of their life is too often lacking."

In a note to investors, Google co-founder and CEO Larry Page acknowledged that Calico is a significant departure from the

company's internet business, but said that "there's tremendous potential for technology more generally to improve people's lives." He continued by saying that "Art [Levinson] and I are excited about tackling aging and illness. These issues affect us all – from the decreased mobility and mental agility that comes with age, to life-threatening diseases that exact a terrible physical and emotional toll on individuals and families. And while this is clearly a longer-term bet, we believe we can make good progress within reasonable timescales with the right goals and the right people."

If Google's track record is any indication, expect to see major developments in the aging space over the next few years. One thing is for certain, the simple fact that Google is tackling aging will bring a great deal more attention to the industry. *Time* magazine's September cover asked "Can Google Solve Death?" and answered the question with "That would be crazy – if it weren't Google."

Like Google, **Intel Corp.** is also hot on the aging and wearable device innovation trail. In 2011, Intel partnered with GE Healthcare to launch a new company, **Intel-GE Care Innovations** as a joint venture focused on technology solutions for health and aging. Based in Roseville, California, Care Innovations is a Corporate Technology Partner sponsor of AgeTech West. Current offerings include "QuietCare," a remote activity monitoring system, "Guide" a chronic disease management/telehealth platform, and "Link," a personal emergency response system. See related article on page

13 about CI's latest "Connect" beta platform for caregivers and providers as well as tips for embracing innovation in your organization.

At Intel's recent annual gathering in San Francisco for software developers, new CEO Brian Krzanich said that one of Intel's biggest business opportunities envisions virtually every consumer device eventually being computerized and connected to the Internet. Renée James, who was named Intel's president in March gave the example of health care for where the company's chips are enabling a transformation, where patients are already wearing Intel-powered monitoring devices that report their conditions in real time to their doctors. To illustrate, James introduced the audience to **Eric Dishman**, Intel Fellow and General Manager, Health & Life Sciences Group, who has suffered for decades with kidney cancer and was frequently told his days were numbered. "I think I've had maybe more predictions of my death than Moore's law," Dishman said referring to Intel co-founder Gordon Moore's prediction that the number of transistors squeezed onto chips would roughly double every two years. However, Dishman shared that through a detailed genetic test he learned the treatments he'd been taking were ineffective for his genome and was prescribed a new medicine. Now he's cancer-free.

Dishman will give a provocative opening keynote address at the AgeTech conference on November 14 entitled "*Inventing the End of Long Term Care: The Move to Personal Health.*" He'll speak to

the need for LTC providers to reinvent current models of care toward a "Personal Health" model which is longitudinal, home-based, and coordinated, where whole-person care is the goal. Dishman will articulate what capabilities care providers will need to have in order to proactively make this transition or risk being forced into extinction by other players.

To lay its claim to the health and aging technology space, chip maker **Qualcomm** recently formed subsidiary **Qualcomm Life**, a dedicated health-technology company to build what it calls a wireless health network – a superhighway that health solutions can be built on top of. As part of this venture, Qualcomm Life developed the "2Net" remote monitoring/personal health technology hub. **Yahoo!**, the country's most visited web portal, is focusing on ways that the Internet can mitigate loneliness among older adults. AgeTech advisory council member **Clint McClellan**, Senior Director of Strategic Marketing, Qualcomm Life, **Alan Brightman**, Vice President and Research Scholar, Yahoo! together with **Bill Stensrud**, Prior Venture Capitalist and Principal, **Interactive Fitness** will present during the closing general session on November 15, entitled "*Leveraging the Power of Technology Innovation for Healthy Aging.*"

What does it all mean? To reference a classic ad campaign, it's safe to say that when it comes to the future of aging, "this isn't your father's Oldsmobile." •••

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



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Membership Matters

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Human Resource Professionals Advisory Council Launches 2013/2014 Agenda

The Human Resources Professional Advisory Council is a group of HR professionals from within the LeadingAge California membership who meet to discuss how to best provide value to HR professionals in senior living. In the past, the Advisory Council has worked to develop webinars, the monthly HR Best Practice Exchange, in-person networking opportunities at the LeadingAge CA Annual Conference, and the HR Professionals one day conference this past summer. The group has many new dedicated volunteers for this year and has been focused on promoting and engaging the value of HR within Senior Living. They are introducing and launching the following new initiatives:

- Quarterly newsletters to include current hot topics and everyday HR policy
- Regional networking opportunities for HR professionals to connect
- Provision of resource materials to HR professionals working within senior living to better manage the HR function

If you, or anyone on your team, are interested in learning more about these initiatives, contact Stephanie Doute, LeadingAge California Vice President of Membership & Group Services at sdoute@aging.org, or Chrys Nguyen, Council Chair, cnguyen@navigage.org.

HR Professional Advisory Council Members

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Secretary:	Sharon Ginchansky, Los Angeles Jewish Home
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Advancing a Technology-Enabled Standard of Care

Intel-GE Care Innovations Launches “Connect” Caregiver Beta Program

AgeTech Gives Special Thanks to Retiring CEO Louis Burns

AgeTech West’s Corporate Technology Partner sponsor, Intel-GE Care Innovations recently announced the retirement of founding CEO and AgeTech West Advisory Council member **Louis Burns** after 30 years with Intel and Care Innovations (CI). CI’s launch in January 2011 coincided with the launch of “AgeTech California.” CEO Louis Burns was quick to see the value in establishing a provider-focused technology collaborative to provide education, policy advocacy and strategic development guidance for aging service providers and agreed to serve on AgeTech’s Advisory Council. When AgeTech developed a sponsorship structure, Burns was the first to pledge Corporate Technology Partner support. Among his other contributions, Burns provided inspiring keynotes at AgeTech’s first and third annual conferences and his input has shaped the direction of AgeTech’s strategic initiatives. *We are indebted to Louis’s contributions and express our thanks and congratulations!*

CI recently launched “Connect Caregiver” enables the creation of a care circle to share an individual’s care needs with family, friends, care professionals, and other caregivers to help caregivers organize, manage and coordinate caregiving tasks. CI is inviting participants for its [“beta” test program for Caregiver Connect](#). Beta users will be eligible for a one-year free membership. At the same time, CI released [“Connect RCM”](#) a cloud-based application to reduce the complexity and cost of deploying a remote care management (RCM) program. It facilitates daily biometric measurements, health education sessions, and videoconferencing as well as a calendar and other tools.

Five Ways to Embrace Innovation

Courtesy of [Intel-GE Care Innovations](#)

Discover five ways your organization can jump on the innovation bandwagon to become more competitive, streamline operations, and improve quality of care. As boomers retire, and technology solutions become ever-present, the aging services field has an opportunity for strategic change. Do you want to break from the pack and build competitive differentiation? Find your own path by embracing the practice of innovation.

1. Create an innovation team

Designate a core team of people within your organization to be responsible for implementing change. While Apple CEO Tim Cook says innovation should be everyone’s business, small teams can move fast and accomplish more. Create a dedicated “war-room” where your innovation team can meet. Then give them deadlines backed by a promise to operationalize their best ideas.

2. Decide what areas need improving

Begin by listening to your residents and staff. Nothing can inspire innovation and promote insight better than knowing your customer. With an updated knowledge of your customer’s needs and pain points, you can begin finding and prioritizing solutions.

3. Brainstorm solutions

Tom Kelly, co-founder of design firm Ideo, and author of *The Art of Innovation*, suggests beginning with structured, regular brainstorming sessions to generate new ideas. His advice: start with a sharp focus that includes a well-defined problem. Go for quantity; work toward a rapid flow of ideas. Stay flexible to come at problems from different angles. Defer judgment. Use a facilitator who can assemble the divergent ideas for consideration.

4. Work together

Collaborate with competitors, partners, vendors, staff and residents to find improvements in ways of doing business. Care Innovations CEO Louis Burns contends the next generation of elders will be “much more demanding, much more technical, much more involved in the process.”

5. Engage with a technology partner

Technology is transforming the way we work, play, shop and age. By working with technology partners to explore high-tech/high-touch innovations, aging service providers can find the most appropriate, cost-effective solutions.



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

March 3-5, 2014
Hyatt Regency 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.

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

National Research Reports: Satisfaction Across the Healthcare Continuum Webinar - November 14, 2013

National Research Corporation released their 2012 National Research Reports on October 7. These unique studies examine annual trends in customer and employee satisfaction among skilled nursing care centers and assisted living communities and are based upon the My InnerView project database – the largest dataset of senior care satisfaction metrics in the United States. Join in the Members Only webinar to discover the main findings of these reports and get an accurate picture of the state of senior care industry.

It's Awards Time!

The personal commitment made by our members throughout California is significant.

Whether they volunteer their time, efforts, knowledge or resources, LeadingAge California members make valuable contributions to their own organizations, to LeadingAge California, to the well-being of our residents they serve. Among them, there are those who make exceptional contributions. Each year, LeadingAge California is proud to recognize and honor those individuals who have demonstrated significant accomplishments, exemplary leadership and tireless commitment to California's not-for-profit community.

This Call for Nominations & Submissions plays an integral role in that process. We encourage your participation and invite



Aging Services Meets Silicon Valley: Creating the Future of Care November 14-15, 2013 Marriott Hotel – San Jose, California

you to join us in celebrating the contributions made by your associates and fellow professionals.

The Call for Nominations will be coming your way in the next few weeks. Take time to recognize an exemplary individual in your community.

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

Value Based Purchasing in Skilled Nursing: A Discussion Webinar - December 12, 2013

Join in the discussion and explore the present state of development, and potential future paths of performance-based initiatives within Medicare, Medicaid, and managed care purchasing schemes for skilled nursing facility services. Prominence will be given to the methods and metrics which define performance of purpose of value-based purchasing.

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

Dates to Remember

Save the Date

AgeTech West Conference & Expo: Aging Services Meets Silicon Valley: Creating the Future of Caring –

November 14-15, 2013, San Jose Marriott,
San Jose, Calif.

Policy & Leadership Summit “Empowering Leaders for Action” –

March 4-6, 2014, Sheraton Grand Hotel,
Sacramento, Calif.

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

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.

Leadership Webinar Series: A Four Part Series which Will Help You Become a Better Leader

Part III – October 22, 2013

Part IV – October 31, 2013

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

National Research Reports: Satisfaction Across the Healthcare Continuum –

November 14, 2013

Value Based Purchasing in Skilled Nursing: A Discussion –

December 12, 2013

Region Meetings

Santa Rey Region – November 1, 2013

Noon–2:30 p.m.

Topic: Aging Technologies in LTC & Behind
the Scenes of Intel

Speaker: Scott Peifer, & AgeTech West
Partners (followed by Intel group tour)

Location: Pedro’s Restaurant – 3935 Freedom
Circle, Santa Clara, CA, 95054 & The Intel
Museum

L.A. Valleys Region – December 5, 2013

Noon–2:00 p.m.

Topic: Counselor or Coach: The Tough Job of
Addressing a Performance Issue

Speaker: Mike Deblieux, SPHR-CA

Location: Monte Vista Grove Homes – 2889
San Pasqual St., Pasadena, CA, 91107

Inland Empire Region – December 6, 2013

8:00 a.m.–10:00 a.m.

Topic: Cultivating Leaders in Long Term Care

Speaker: Wayne Langley, Regional Vice
President, Sodexo Senior Living

Location: Hillcrest – 2705 Mountain View Dr.,
La Verne, CA, 91750

South Coast Region – December 6, 2013

4:00 p.m.–Until You’re Merry!

Topic: Holiday Happy Hour

Location: South Coast Winery – 34843 Rancho
California Road, Temecula, CA 92591

Los Padres Region – December 12, 2013

Noon–2:00 p.m.

Topic: 2013 Holiday Luncheon

Location: Vista del Monte Retirement
Community – 3775 Modoc Rd., Santa Barbara,
CA, 93105





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.

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