

# The IALA Advisor

News From IALA -- Iowa Assisted Living Association



Iowa Assisted  
Living Association

*Keeping  
Assisted Living -  
Assisted Living<sub>SM</sub>*

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## IALA Online Certification Course for Assisted Living Managers... Coming Soon!

That's right! Knowing how difficult it is for you to steal away from your office, IALA has designed a Certification Course for Assisted Living Managers that can be completed at your convenience, and on your timetable. The Certification Course is currently in the final phases of review and will soon be transformed to be compatible with the ease of online use.

The target date is January 1, 2009 to have the course available online. What an exciting way to bring in the New Year! This first course is designed to give a new manager, or one who would like a refresher course, training in regulations that govern Assisted Living, including an explanation of all pertinent codes, expectations, resources, and practical applications.

As the regulations change, updates will be made to this course, with those who have taken the course previously being given the opportunity to also receive updates to their manuals and additional trainings.

If you are in need of such training, please mark your calendar today for January 1, 2009. Be watching for further details in the next newsletter and email blasts that will be sent to all members, once it has been finalized.

Thanks for your support of IALA. We look forward to providing additional training opportunities to you in 2009!

## 2008 IALA STAR Award Winners

It was such an honor to present the Star Awards for 2008. Please see pictures of recipients. IALA is proud of each and every one of you! You are all winners and heroes in our eyes!

As 2008 IALA Annual Conference, "Leaping into the Future with Forward Thinking and Action" is now behind us, we move forward to embrace 2009. Thank you for all our new volunteers who have expressed interest in joining an IALA committee for 2009. IALA looks forward to continuing to bring more value to your community as you lead the way in providing excellent quality care of Iowa's seniors.

One thing that may be missing next year is the frogs!!! A very special thank you to Denise Carlson in making this year's conferences-leap alive! Mark your calendar for 2009 IALA's Fall Annual Conference-September 15 & 16. You will NOT want to miss it!



*Congratulations to this year's  
Administrator of the Year...  
Melissa Sherod with 3801 Grand  
Retirement Campus in Des Moines*

## Board of Directors & Staff 2008

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## President's Message



Dear IALA Members,

The Annual Conference, held in late August, was a huge success! I hope you were able to attend. This was our largest group ever and we received fantastic feedback.

A special thank you goes out to Cathy Berner and the Education Committee, as well as the Associate Members for supporting this annual conference.

Congratulation to the IALA Award winners, for me this is one of the most special parts of our program and truly enjoyed the stories provided by those that submitted nominations for our 2008 STAR Awards Program.

I hope you enjoyed the entertainment provided by Gene Hinkel and Webster, the amazing whistler and his side kick, Webster (ventriloquist).

The IALA Board has set next year's 2009 Spring, Summer and Annual Conference dates. Please mark your calendar for the 2009 events.

**Spring Conference –April 7, 2009**

**Summer Conference –June 9, 2009**

**Annual Conference –September 15 & 16, 2009**

Just to give you a quick update, IALA has developed an IALA Certification Course that will be made available online. This certification course will be available to you via the internet and you will then complete this course as you have time. Cathy Berner is currently reviewing our program with DIA. Our target date is January 1, 2009.

Thank you for your continued support of IALA and "Keeping Assisted Living, Assisted Living."

*Allen*

Allen Phillips  
IALA President

## HEADS UP! IT CAN HAPPEN TO YOU!

Policies are in place, employees are well trained and yet it just takes one incident of not putting something back where it belongs to have a negative outcome occur. It can happen in your Community!

At our recent IALA Annual Conference, DIA emphasized the importance of having all chemicals stored in a secured area, at all times, to prevent those with dementia from having access to the chemicals! Make no exception to this requirement. It only takes one time for a chemical to be left in an unsecured area to have someone ingest it or spill it on themselves accidentally. DIA is taking this safety risk very seriously. You can expect enforcement actions against communities found not in compliance with this requirement in areas accessible by those with dementia. It will not matter if it is just one isolated incident!

For the safety of your residents, take a few minutes today and physically check every unlocked area, cabinet, etc. to assure that no cleaning supplies or hazardous substances are present. Also check activities supplies, such as nail polish remover. Is it locked up? A common place that most people in their own home put cleaning supplies is under kitchen sinks. Check these areas out carefully. Unless securely locked, this is NOT a safe practice to leave any hazardous chemical in a public area, such as bathrooms, activity rooms and certainly not in a dementia community.

Refresh staff's memory on the importance of keeping all chemicals in a locked area, and to keep the doors of all storage, maintenance, and other areas that have hazardous chemicals locked at all times.

Be proactive! Put measures in place to check these areas frequently to assure compliance. Your residents and families are counting on you! Take action today!

### New Tenant Rights Proposed by DIA

- (1) To be treated with consideration, respect, and full recognition of personal dignity and autonomy;
- (2) To receive care, treatment and services which are adequate and appropriate;
- (3) To receive respect and privacy in the tenant's medical care program. Personal and medical records shall be confidential and the written consent of the tenant shall be obtained for the release to any individual, including family members, except as needed in case of the tenant's transfer to another health care institution or as required by law or third party payment contract;
- (4) To be free from mental and physical abuse;
- (5) To receive from the administrator or staff of the program a reasonable response to all requests;
- (6) To associate and communicate privately and without restriction with persons and groups of the tenant's choice on the tenant's initiative or that of the persons or groups at any reasonable hour;
- (7) To manage the tenant's financial affairs unless authority has been delegated to another pursuant to a power of attorney, or written agreement, or some other person or agency has been appointed for this purpose pursuant to law; and
- (8) To present grievances and recommend changes in policies and services, personally or through other persons or in combination with others, to the program's staff or Administrator without fear of reprisal, restraint, interference, coercion, or discrimination.

#### WELCOME NEW ASSOCIATE SILVER MEMBER

Randy Dombrowski  
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 1800 N Point Dr  
 Stevens Point WI 54481  
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#### WELCOME NEW ASSOCIATE BRONZE MEMBER

Lisa Gennaro  
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## New Rule Proposals Discussed with DIA at IALA Annual Conference

Participants at the IALA 2008 Annual Conference met with Dean Lerner, Director of DIA and Ann Martin, DIA Bureau Chief of Health Facilities to discuss regulations affecting Assisted Living; including trends, enforcement actions, Dependent Adult Abuse changes and new rule proposals.

Highlights of this presentation have been captured below.

### Most Common RI's for 2008:

- Service Plan
- Nurse Review
- Evaluation of Tenant
- Staffing
- Medications

### Enforcement Action Basics:

- Penalty on first occurrence only occurs if the regulatory insufficiencies result in imminent danger or a substantial probability of resultant death or physical harm to a participant or tenant. (Examples included: life safety code violations, record checks and exceeding level of care.) One of the life safety code violations discussed was leaving chemicals unlocked in areas that serve those with dementia. (Please see article addressing this concern in newsletter.)
- Progressive system-penalties increase as regulatory insufficiencies continue to be uncorrected.

### Release of Monitoring Reports

- HF2609 changed the time frame for the release of monitoring reports.
- Now they are released once they are final (After Request for Reconsideration).
- Reports since January 1, 2008, are placed on DIA's website.

### Dependent Adult Abuse

- Responsibility for investigating Dependent Adult Abuse in the Assisted Living industry has been transferred from DHS to DIA, effective July 1, 2008. This means that now you must contact DIA instead of DHS to report a suspected Dependent Adult Abuse.
- HF 2591 spells out the changes that were made. One of the key changes is that Dependent Adult Abuse now also includes someone who is temporarily dependent.
- When training new employees, they must have been trained on the abuse reporting requirement within one month of initial employment, complete the 2 hour Dependent Adult Abuse training within first 6 months, and every 5 years thereafter.

### New Administrative Rules proposal for consideration:

DIA is currently working on a new set of administrative rules. There will be a general provisions chapter that applies to ALL adult service's settings and then moves to a specific assisted living chapter.

Some specific areas of change are:

#### • Adding two new restrictions to level of care:

- (1) Adds medically unstable which means a condition or conditions:
  - indicating physiological frailty resulting in two or more hospitalizations per quarter and
  - requiring frequent supervision by a registered nurse
  - examples may include congestive heart failure resulting in repeated hospitalizations two or more times per quarter
- (2) Adds maximal assistance with activities of daily living means:
  - Dependence more often than not on staff for the performance of a minimum of four activities of daily living for a period that exceeds 21 days.

#### • Changes to Dementia-Specific programs. If a program:

- (1) meets the definition of a dementia-specific assisted living program during two sequential certification monitoring visits, or
- (2) has 10 or more tenants with a GDS score of four or greater residing in the program, **then,**

The program shall be a dementia specific program, which means the program **MUST** have a door alarm system as required by the dementia-specific structural specifications.

#### • Dementia-Specific Training

- Increasing the amount of training from six hours to eight hours
- Requiring the training to include both classroom instruction and hands-on training
- Training must be completed within 30 days rather than 90 days

#### • To add Tenant Rights to the Administrative Rules Section

See Proposed Tenant Rights Section on page 3.

Closing comments from DIA were that the proposal for the New Administrative Rules will be out soon. There was not clarification given if that meant yet this year, or the beginning of 2009.

IALA made the commitment to assure that opportunities will be made available for groups to meet at that time to discuss the new rule proposals and to submit feedback to DIA. Please be watching your email blasts for such announcements.

**SENIOR LIVING**  
INVESTMENT BROKERAGE, INC.

THE LONG-TERM CARE  
REAL ESTATE EXPERTS.

## **Associate Member Spotlight: Premier Senior Housing Advisory And Brokerage Services**

**S**enior Living Investment Brokerage, Inc. is dedicated to representing sellers in the confidential sale of their senior housing facilities. We specialize in providing investment advisory and transaction services for various types of senior housing including: Assisted Living & Alzheimer's/Dementia Care, Continuing Care Retirement Communities, Independent Living/Congregate Care, Seniors/Age Restricted Apartments, and Skilled Nursing Facilities.

### **Senior Living Investment Brokerage Advantage**

- **Investment Specialization**

Selling senior housing facilities is all we do. We are in constant communication with owners, operators, lenders, appraisers and all other active market participants. This affords us with a unique understanding of how the active buyer pool approaches analyzing operations differently. Leveraging this component is vital to realize true market value.

- **Controlled Confidential Marketing Process**

Quite simply, our cornerstone. Preserving confidentiality reduces the risk of jeopardizing the facilities reputation with residents, staff and the community. Properly exposing and promoting a property to a broad range of potential buyers is a complex issue for the brokerage community. Doing so in a manner that facilitates and ensures confidentiality during the marketing process is of critical importance for protecting the relationship with employees and residents of the facility.

- **Valuation and Financial Analysis**

The critical variable when considering the sale of an asset is its current market value. In order to advise our clients on ever-changing market forces and their ability to impact a facility's value, we offer valuations at no financial obligation. Understanding facility value fluctuations and economic projections ensure our clients are always in an informed position to execute an intelligent business decision.

**In the past 15 years, we have sold more than 500 senior housing facilities nationwide.**

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## Highlights of 2008 IALA Annual Conference

### Leaping into the future with Forward Thinking and Action!

If you attended the 2008 IALA Annual Conference this year, I don't believe you will ever look at your Emergency Disaster Planning the same! Starting off the event with recognition and deep admiration for those communities who have been heroes throughout this year's natural disasters in Iowa, it seemed fitting to incorporate a "mini" in-service on disaster planning.

Searching statewide for the perfect trainer for this session, the Education Committee found "Disaster Donna". It was never determined whether "Disaster Donna" is a long lost cousin of "Red Green's", but all appearances from the in-service would certainly indicate that possibility! Amongst the humor and laughter, I must say that the ideas presented were very ingenious and would certainly fit most budgets! I've heard that Disaster Donna's speaking engagement schedule is booked for years. That's too bad, as I'm sure your community could benefit from such an "in-service".

Many thanks to Joy Cox and the "willing" volunteers who help start the conference off with a leap, not necessarily with forward thinking.... but certainly in the right direction!

A new addition to this year's conference was offering a Round Table Discussion for Nurses. This proved to be a huge hit as many nurse participants "on their own" opted to hold their lunch break in the meeting room to continue the discussion. In witnessing the value this was to those involved, IALA will strive to offer more of these opportunities in 2009 for nurses and other departments as well!

With a mixture of legal, regulatory, and business trainings throughout the day, the sessions ended with a look at HR practices, especially the interviewing process. As all of you have experience, finding that right person FIRST is key to your success and sanity!

To top the first day off, participants enjoyed relaxing and mingling with one another during the social hour, with fine hour devoirs and drinks. The evening's entertainment, Pianoplooza was a huge hit. However, many of our "own" participants brought down the house with their singing and dancing talents. It was an incredible opportunity to treat oneself to an evening of reminiscing and hilarious entertainment!

The second day of the conference started off with Dr. Bender, a well known gerontologist, who practices in the Des Moines area, speaking on "Brain Wellness". We ALL fell in love with Dr. Bender.... the presentation was outstanding and could have lasted all day for some of the participants. Dr. Bender presented very practical methods to assist those with dementia to actually regain ground lost. If you serve individuals with dementia and missed this session, obtaining Dr. Bender's book on Brain Wellness is a MUST. Contact the IALA office for details.

Taking an extended hour break in the morning, participants visited the IALA Trade Show and had the opportunity to meet in person with the vendors and sign up for amazing door prizes. We are most grateful to our associate members/vendors who make the entire conference possible. Without their financial support, IALA would not have been able to bring in the speakers, and entertainment that it did this year. One way to tell the associate members thank you is by utilizing their services and products in your community. Check out our associate member listing at [www.iaonline.org](http://www.iaonline.org), scroll down to Membership Directory and click on Associate Members.

Reconvening for the last session of the conference, participants had the extraordinary opportunity to meet Dean Lerner, DIA's Director in

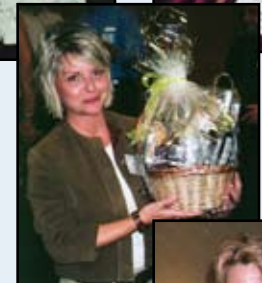
person, as he accompanied Ann Martin, DIA's Bureau Chief for Health Facilities, one of IALA's most sought after speaker. The wealth of information obtained from this session was captured in part in a separate article within this newsletter.



Wrapping up our two days together, our luncheon Awards Banquet was "wowed" by a performance by Mr. Gene Hinkel, tenant of Garnett Place in Cedar Rapids. Gene's ventriloquist and whistling talents were amazing, extremely touching, and reminded all of us of why you do what you do every day in your Community! A special thank you to Gene, his wife

Evelyn, Jen Smith and Garnett Place for making our luncheon so extraordinarily special!

For all the "lucky" winners of our Vendor's drawings, we congratulate you! A special thank you to our Vendors for adding this treat to the conference!



## Congratulations to this year's 2008 IALA STAR Award Winners!

Continued from page 1



**2008 Associate Member of the Year**  
*Senior Housing Management, Cedar Rapids*



**2008 Employee of the Year**  
*Maureen Haglund*  
*Spring Valley Retirement, Perry*



**2008 Community Property of the Year**  
*Sunny Brook at Ashford Park,*  
*Mt. Pleasant*



**2008 Dare to Dream Winner of the Year**  
*Windsor Manor, Indianola*

## IALA Legislative Report



*By: IALA Lobbyist  
– Craig D. Walter*

Elections finally near the finish line. After months of hard fought campaigns the voters will make their choice on November 4th. Most of the attention has been focused on the Presidential race while little focus has been on the State House elections.

Certainly who ever is elected President will affect us, however our state government may have more of a direct impact on our daily lives.

State legislators have a say in our education process, the regulation of our businesses and control over city and county functions. Our life everyday is impacted by who is sent to the Capitol in January.

It is important to be involved to know who is seeking office, to know the issues that impact your business. Now is the time to become involved, not the day after the election.

If you wish to make an impact give to the candidate of your choice, knock on some doors for them or make phone calls on their behalf. Educate your candidates on the issues that are important to you and your business.

Only you can make a difference!

### 2008 Legislative Facts

Number of bills introduced as of July 10, 2008 in all 50 states and the US Congress: 86,621

Number of bills enacted or adopted as of July 10, 2008 in all 50 states and the US Congress: 24,368

## 2009 IALA Conference Dates

*Mark your calendar now!*

**Spring Conference**  
**April 7, 2009**

**Summer Conference**  
**June 9, 2009**

**Annual Conference**  
**September 15 & 16, 2009**

9001 Hickman Rd, Ste 220  
Des Moines, IA 50322

*Keeping Assisted Living -  
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Iowa Assisted  
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**The IALA Advisor**

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## Running assisted living facilities is your business Insuring you is Sentry's business



**SENTRY**  
INSURANCE

Sentry Insurance was founded in 1904 by members of the Wisconsin Retail Hardware Association to provide quality insurance for its members. Today, Sentry is one of the largest and strongest mutual insurance companies in the United States offering a full line of insurance coverages for businesses, families and individuals. Rated A+ by A.M. Best and headquartered in Stevens Point, Wisconsin, Sentry has assets of \$10 billion and a policyholder surplus of \$2.81 billion.

Captain John Parker, our corporate symbol, represents the commitment that Sentry has honored since 1904: Strength, Protection and Vigilance.

### Put Sentry's Leadership to Work for You

Sentry Insurance is one of the nations' leading business insurance providers. Sentry can insure your business from the ground up, with property and casualty, retirement and group insurance benefits.

Sentry's coverages and services focus on protecting your assisted living facility against losses that could disrupt your operations or jeopardize your financial well-being. Whether your insurance exposures apply to general coverages including property, liability, auto and workers' compensation; or more health care specific coverages needed for working with and dealing with residents, Sentry has the knowledge to design the individualized protection your business needs.

We've developed programs and provide services to help assisted living facilities avoid loss situations. We also understand that accidents and injuries may occur. When claims happen, Sentry's experienced claims people are there to help you receive a fast and fair settlement.

### Sentry's Trained Specialists Know Your Business

When you insure your assisted living facility with Sentry, you'll be working with an entire team of experts who are trained in assisted living exposures. Sentry's sales, underwriting, safety and claims specialists all know your business.

### Call today for more information

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