

# The IALA Advisor

News From IALA — Iowa Assisted Living Association



## Iowa Assisted Living Association

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## Provider Member Spotlight Glenwood Place Retirement Community

*Submitted by Patt Holder*



Glenwood Place Retirement Community is a community dedicated to the highest quality of customer care to all its residents. Glenwood Place is located in Marshalltown, and is only four years old. We offer individual service plans so that residents pay only for additional services they use. We offer three meals a day served family style in one of our three dining areas. Included in our base rate is medication reminders, numerous fun activities, special outings, weekly shopping trips, personalized laundry service, housekeeping, private mail boxes, pendants that when pressed call for aide assistance, basic cable TV and all of our

staff is caring and directs their attention to the residents and their needs.

Glenwood place is the only Assisted Living Community in the area that has a secured Alzheimer's/Dementia unit. These ten apartments are studio

*continued on page 4*

## Associate Member Spotlight Architects Wells Kastner Schipper

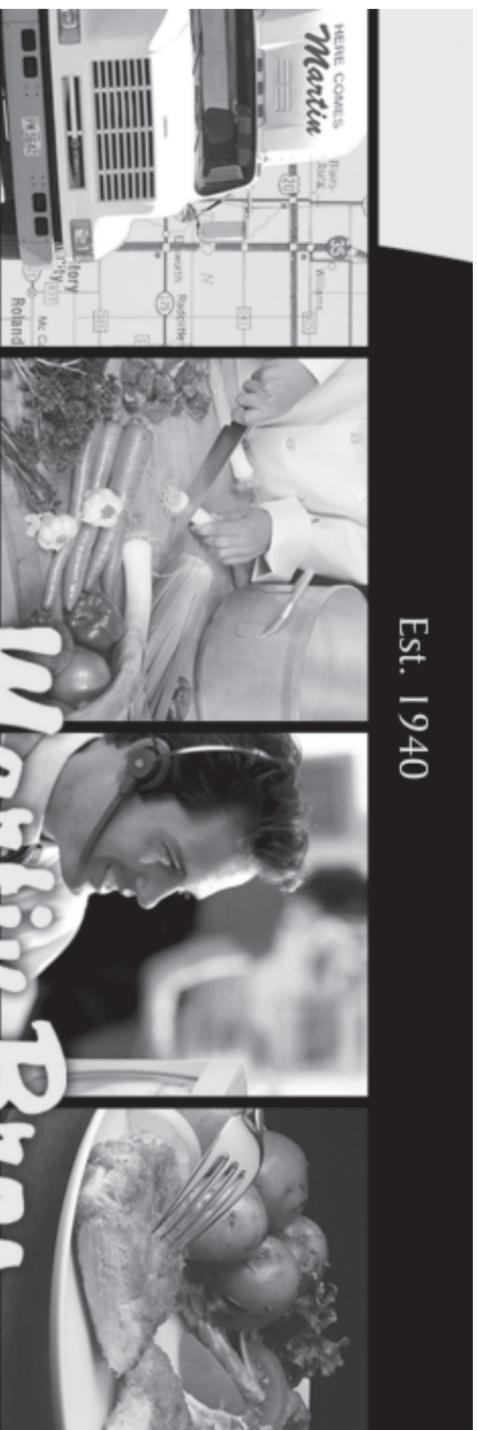
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Size	Member Rate	Non-Member Rate
Full page	300.00	400.00
1/2 page	175.00	275.00
1/3 page	125.00	225.00
1/4 page	112.50	212.50
Business card	75.00	175.00

## 2004 ADVERTISING RATES

## President's Message

Dear Friends:

Summer has come and gone, and we have had a few months to live with the new assisted living rules. Any time change occurs, especially to something as important to our providers as the rules we operate by, there is concern, often confusion and occasionally...outright panic! IALA wants to take the mystery out of the new rules for you and help you understand how to keep your operations running smoothly despite change. Thanks to a very active and dedicated Education Committee, we have had some great education sessions this spring and summer and appreciate the good turn-outs. The one-day training session in July on the new rules was especially well received. Ann Martin and Julie Halpop's presentations were excellent in providing immediately useful information.



*President Debbie Fisher*

There is one question that seems to be surfacing frequently from members who've had recent monitoring or recertification visits from DIA. That is whether or not an assisted living community that offers transportation services is required to have a driver with a chauffeur's license. The answer is, "Yes". A person who is paid to drive is technically providing chauffeur's services and needs to have that designation on his/her driver's license. Please check with your local driver's license department for cost and requirements. In Des Moines the fee for a chauffeur's license is \$43.00 and a driving test is required, but not a written test. Feedback from our members who've had this topic come up during a DIA visit indicates that there is not a consistent application of this interpretation by DIA. However, IALA's recommendation would be that if you offer transportation services, your primary driver should have a chauffeur's license and at least one other person should be licensed appropriately as well for back up.

As always, we love to hear from our members with comments and questions and appreciate your input from our conferences. This helps greatly in the planning of future educational sessions. We are also glad to see many of you taking advantage of the opportunity to "Ask IALA". Questions coming into the association office are forwarded by Shellie to the IALA board and we try to connect your question with someone best able to answer it, and get back to you as quickly as possible. So far, this seems to be working well for our members. Thank you again for your continued support of the Iowa Assisted Living Association.

## CONFERENCE PHOTOS



## ALFA Unveils New Resources for Members

ALFA announced a wealth of materials, programs, and initiatives — all designed to support ALFA’s assisted living provider members — at the ALFA 2004 National Conference & EXPO in Chicago in May. The conference was a smashing success, with more than 1,700 assisted living providers and professionals in attendance.

See ALFA Online ([www.alfa.org](http://www.alfa.org)) for additional information on the new resources and services announced at the event:

**ALFA Public Policy Platform.** This document, crafted by industry leaders and recently adopted by the ALFA Board of Directors, provides a succinct and powerful statement of ALFA’s major priorities for public policy today and in the future: ensuring “informed choice”; promoting quality of care; supporting financial accessibility and portability of consumer-directed care; shaping regulations, laws, and policies at the state level.

“ALFA has been a longtime leader in promoting these four pillars of policy goals,” notes Janet H. Forlini, Director of Public Policy for ALFA. “But for the first time we are able to, in a concise fashion, reflect the work our members are doing in a language that is meaningful to policymakers. This document provides a powerful policy tool for ALFA members that will assist them in communicating the message of ALFA with one voice.” The document espouses the principles to which ALFA’s members are committed and will help policymakers understand the goals that ALFA is working to achieve.

**ALFA State Advocacy Toolkit.** The toolkit is designed to provide assisted living professionals with everything they need to play a powerful role in the development of laws and regulations in their respective states. The kit includes a guide to state-level advocacy, the ALFA Public Policy Platform, an ALFA state affiliate directory, web links to state regulations for assisted living across the country, state agency contacts for licensure and surveys, and an overview of ALFA and assisted living. These materials are provided as a free resource exclusively to ALFA members.

“More and more, policymakers are presenting assisted living professionals with tough challenges and big opportunities,” ALFA President/CEO Richard P. Grimes said upon releasing the toolkit. “To help ALFA’s members make a difference where it matters most — in the state laws and regulations that define their operations — I’m pleased to offer the ALFA State Advocacy Toolkit.”

**ALFA Guidance on Medicare Drug Cards.** A new guidance paper by ALFA promises to help assisted living professionals educate community staff and residents about the new Medicare-approved prescription drug discount card program. To learn about drug card program basics, important issues for consideration, and next steps, industry professionals now can turn to the new “Medicare Prescription Drug Discount Card and Transitional Assistance Program: Guidance for Assisted Living Federation of America Members,” developed by the ALFA Prescription Drug Workgroup.

The program was enacted into law on December 8, 2003, as part of the Medicare Prescription Drug, Improvement and Modernization Act (MMA) of 2003. Medicare beneficiaries — except those who have existing Medicaid coverage — will have the opportunity to enroll in a Medicare-approved prescription drug discount card program. Enrollment opened May 3, and discounts will be available starting in June.

The ALFA guidance paper recommends that assisted living communities work closely with staff, residents, and families to ensure that all parties understand the specifics of the program and the implications as they relate to cost and delivery of care. “It is important that we as providers take the time to consider all of the implications, be they financial, resident health and safety, or delivery of care, and how those issues should shape our efforts regarding this new program,” said Beth Cayce, Chair of the ALFA Prescription Drug Workgroup and CEO of CaraVita Senior Care Management Services, Inc. “Doing so will help ensure that we serve our residents’ best interests as fully as possible.”

**ALFA Legal Advocacy Center (ALAC).** The new legal advocacy arm of the association will review and, in appropriate instances, challenge regulations, laws, and practices contrary to residents’ rights. ALAC arises from the need, recognized by ALFA members, for an advocacy center that can promote individuals’ right to make choices about a living environment and support providers’ right to design housing and services to accommodate those consumer choices. There has been a growing concern that there may be federal, state, and local regulations, laws, and practices that — though likely unintended — are discriminatory or otherwise unduly restrictive to such choices.

“ALFA supports the concept of an individual’s right to choose where and how to receive assistance with long-term care,” Grimes said on announcing the new center. “We are not the first to recognize such a right — the U.S. Supreme Court in its *Olmstead* decision underscores the notion that all Americans regardless of age or level of disability have the right to make choices. ALFA’s stated mission includes promoting informed choice and accessibility to high-quality long-term care for all Americans.” Based at the ALFA National Office, the center will weigh in on cases that have potential national precedent-setting value and where there is opportunity for significant public policy impact.

Topping last year’s attendance, the event brought together industry leaders, experts, caregivers, and others for three days to share insights and opportunities. The conference, built on the theme “Solutions for Success,” featured educational programming, networking opportunities, a targeted nursing track, and tradeshow exhibits tailored to meet the business needs of assisted living executives and professionals.

Make plans to attend ALFA’s next national conference in Atlanta, May 4-6, 2005!

## Summer Training Session

Submitted by: *Allen Phillips, Educational Committee Chair*



Our Summer Training Session was a great success! IALA had over 50 people in attendance. Ann Martin, Julie Halfpog and our panelists offered great insight to the assisted living changes of the new Rules/Regs.

The IALA Educational Committee is currently planning our Fall Session focusing on ServSafe and other possible topics to meet the needs of our members. If you have any topic suggestions please contact Shelle Petek at the IALA office at 515-278-8700 or feel free to email her at [info@ialaonline.org](mailto:info@ialaonline.org) to share your ideas.

THANK YOU for the great success!  
IALA Educational Committee



## Reminiscing – The Circle of Life

Submitted by: *Patti Hayes, ADC*

Although I had taught reminiscing to Activity Directors and had facilitated reminiscing groups for many years – it wasn’t until I saw reminiscing in action in my own family that I became aware of the true power of reminiscing.

Following the funeral of my grandfather my aunts, uncle and other family members returned to the family farm home for a meal and time of reminiscing.

We sat around the family room in a circle and stories began to flow. As I and my siblings offered stories of our own it became apparent that we were not to be included in this “inner circle”. Instead of leaving the group I sat quietly and observed what was taking place around me. I watched and listened as my Mother (as the oldest) led the group and her brother and sisters shared stories of growing up on the farm during the depression. Each story usually began with, “Do you remember...” following by the nodding of heads, sometimes shedding of tears, often a chuckle and occasionally a belly laugh.

This circle of siblings talked for hours and at the end of their time together they were able to close this final circle of life and returned to their families and the present problems and needs.

This reminiscing experience happens every day in the life of a caregiver working with the elderly. A wise and caring caregiver will

## Medicare Officials: Go Slow on Drug Cards

Medicare officials recently offered cautionary advice to the surging numbers of seniors wanting to learn about the new prescription drug card program. Federal officials recommend that Medicare beneficiaries take their time in choosing a drug card, suggesting that they wait up to 10 days after enrolling in the program to pick a card so they can gather information on available choices.

Medicare beneficiaries can compare prices of medications on the new Medicare Prescription Drug Discount Card and Transitional Assistance Program’s website ([www.medicare.gov](http://www.medicare.gov)) or via the hotline (1-800-MEDICARE). Enrollment opened May 3, and discounts became available starting in June.

On April 8, ALFA members took part in a teleconference on the program. Participants heard from the senior health policy advisor to U.S. Senate Majority Leader Bill Frist and three high-ranking health policy officials reporting to the chief of the Centers for Medicare and Medicaid Services (CMS) officials, who have been closely involved with the program’s development. ALFA members asked questions of presenters and learned about enrollment, eligibility, and services that will be available.

ALFA provided the teleconference service as a special service to ALFA members at no charge. Visit ALFA Online ([www.alfa.org](http://www.alfa.org)) to hear an audio recording.

recognize the benefits of encouraging the older person to share their life experiences. As an elderly person repeats stories over and over it is much more than repetition. Each time a story is shared the person is exploring life, providing pleasant and healing memories, offering life’s wisdom to others, and resolving grief. By sharing stories they are putting their lives in perspective and coming to terms with life’s ups and downs.

Caregivers should embrace this wonderful opportunity of receiving a memory gift. Hear are a few tips to encourage reminiscing.

1. Ask leading questions, “How old were you when you joined the Army?”
2. Use memory to build a bridge to another memory when the same story is repeated time and again. “Stan, you told me you were 18 when you joined the Army, what did you do before the Army?”
3. Look for cues to lead to other memories. “Stan, I noticed you wear a Masons ring.”
4. Practice ways to lead to other memories. “Oh Stan, you’ve told me about your experiences in the war. When were you discharged and how did you make a living?”

Have the courage as a caregiver to step into the circle of life and share these precious memories. You will never regret it. So go, sit in a circle of life.

## News From ALFA

### ALFA Speaks Out for Assisted Living

“Residents and their families should know with certainty that they are safe and the individuals who share their home are, like themselves, exactly where they need to be,” ALFA President/CEO Richard P. Grimes asserts in a letter to the editor of the Washington Post in response to the recent series of articles about assisted living that appeared in the newspaper.

“It is shocking, for example, to know that individuals in serious need of mental health services are being inappropriately placed among some of the most vulnerable in our society. ALFA, our Virginia affiliate, and our members in Virginia are committed to proper assessment before placement. We are also committed to those regulatory changes that will strengthen the state’s capacity to deal with serious problems and close down any bad operators.”

Responding to a simultaneous series by USA Today, ALFA took a similar stand in a separate letter penned and submitted jointly by ALFA and the 10 other national organizations representing assisted living providers, consumers, and other stakeholders that make up the Center for Excellence in Assisted Living (CEAL): “We believe that the problems cited in *USA Today’s* series on assisted living, or any, examples of substandard care or conduct are unacceptable. . . . We renew the call for states to examine their rules for assisted living.”

The Washington Post’s four-part series ([www.washingtonpost.com](http://www.washingtonpost.com)) began May 23, and USA Today’s three-part series ([www.usatoday.com](http://www.usatoday.com)) started May 25. Both newspapers were sharply critical of assisted living, citing problems ranging from mismanagement of medications to the placement of mentally ill young adults with vulnerable seniors. Assisted living providers nationwide faced questions from concerned residents, family members, and local news reporters following up on this coverage.

Reacting to the series later in USA Today, Sen. Larry Craig (R-ID) said that the U.S. Senate Special Committee on Aging, which he chairs, probably will hold an oversight hearing in 2005 to examine safety issues and the possibility of federal regulation. Craig says he favors “a consistency of state regulations” for now, according to USA Today.

Following Craig’s comments in USA Today, Grimes reaffirmed ALFA members’ commitment to the quality care and safety of residents as well as effective state regulation of assisted living. ALFA also has released materials designed to help members manage media inquiries, including a formal ALFA Statement, Talking Points, and Managing the Media Guide. All materials are available at ALFA Online ([www.alfa.org](http://www.alfa.org)); the Managing the Media Guide appears in the “Members Only” section of the website, under Crisis Communications.

### Congressional Study of Assisted Living Points to Promising Approaches

The U.S. Senate Special Committee on Aging on May 27 released the report on assisted living that it recently requested from the congressional General Accounting Office (GAO). Assisted living providers have been anticipating the report, as the findings of GAO, the investigative arm of Congress, previously have led to further congressional interest in the industry.

The report (<http://aging.senate.gov/pressreleases/gaolreport.pdf>) includes findings that highlight the diverse approaches that states take to the regulation and licensing of assisted living residences, saying that states can learn from others’ approaches. “Assisted Living: Examples of State Efforts to Improve Consumer Protections” focuses on noteworthy issues and approaches in a handful of states: (1) uniform consumer disclosure in Texas, (2) a consumer information effort in Florida, (3) remedies for consumer grievances in Georgia, (4) technical assistance to providers in the state of Washington, and (5) an assisted living-specific ombudsman program in Massachusetts.

When the report was delivered to the U.S. Senate Special Committee on Aging in late April, the committee embargoed release for 30 days. The GAO report was requested by committee members Sen. Larry Craig (R-ID); Sen. John Breaux (D-LA) and Sen. Ron Wyden (D-OR). GAO was asked to conduct a study focusing on three aspects of assisted living: consumer disclosure, state agency technical assistance programs, and consumer grievance procedures.

ALFA recently released a summary and analysis of the report, outlining major ramifications for members in detail. The summary is available at ALFA Online ([www.alfa.org](http://www.alfa.org)).

#### *Provider Member Spotlight . . . continued from page 1*

Glenwood has 27 assisted living apartments ranging in size from studios, one bedroom apartments, one bedroom deluxe, and two bedroom apartments. One apartment is right for your needs. Each resident can individually decorate their apartment to make it the home that is comforting and comfortable.

Our Community is more than a life style, we become a family helping each other, learning from each other, and enjoying each other’s company in a warm, inviting, and secured community. Glenwood Place is located at 2907 South 6th St. in Marshalltown, Iowa, 50158. If you would like one of our informative and fun newsletters, or information about our community, please call 641-752-8410, and our staff will be happy to give you a personal tour.

## Welcome New Board Members



**Sheila Thomsen** is the Director at WEL-Life at Alta in Alta, Iowa. Sheila has been working with the elderly since 1993 and at the present location since this past March 2004.

Sheila is very active in her community. She is an Elder at Riverside Presbyterian Church, on the Praise Team, Music Booster President and participates at the Alta Chamber of Commerce. Sheila is also a member of National Association of Social Work (NASW).

Sheila has experience with Hospice social work and bereavement coordinator, Nursing home social worker, and Case manager of the elderly, Case Manager Coordinator for the Elderly at Northwest Aging Association and has been a monitor for Assisted Living through the Department of Inspections and Appeals.

Sheila and her husband, Paul lives in Linn Grove. They have four children, Jada (23), Tyler (21), Kalli (18) and Courtney (15).

When asked, how did you get where you are today? Sheila responded, “By the grace of God, the support of my family and having a few good connections.” Sheila feels the best part of her job is being in a stable position, not traveling all over all the time, working with the age group of people she loves and being a part of the community. One of the worst things about my job is the bookwork, because it keeps me in my office. I like being out of it and being involved.



**Victoria H. Facto** is the Relationship Manager at Wells Fargo Bank in Clive, Iowa. Vicki has 17 years in the industry and 2 years with Wells Fargo.

Vicki is involved with Hospice of Central Iowa and HOME, Inc. and also is a member of CCIM, Certified Commercial Investment Member  
Vicki and her husband, Tim lives in Des Moines.



**Teresa Krueger** is the Team Leader at Linden Place Assisted Living (Bartels Lutheran Retirement Community) in Waverly. Teresa has been with Linden Place for four years and is involved with Waverly Area Development Group-Project Lead. Teresa is a member of Assisted Living Federation of America and the Iowa Association of Homes and Services for the Aging.

Teresa and her husband, Ted lives in Waverly.

Prior to Linden Place, Teresa worked as a Recreation Therapist in the Cromwell Children’s Unit at the Mental Health Institute in Independence, after completing a fourteen week internship at the Mental Health Institute.

Teresa feels she has reached her current status because of her BA from the University of Northern Iowa in Therapeutic Recreation and her Administrator Certification from ALFA.

Teresa shared the best part of working in assisted living are the residents and their families. I enjoy helping residents make Linden Place their home. Everyday is different and challenging. The most difficult part is the ever changing Assisted Living rules and regulations.

Teresa’s hobbies include showing Paint horses, reading, boating, and spending time with my family and friends.

### Welcome New Associate Member

Deborah Schmudlack, Attorney  
Brown, Winick, Graves, Gross, Baskerville &  
Schoenebaum, PLC  
Des Moines, Iowa  
515-242-2400

### Welcome New Pending Provider Member

Kim Emrich, Administrator  
Lutheran Home Apartments  
Vinton, Iowa  
319-472-2092