

9001 Hickman Rd, Ste 220
Des Moines, IA 50322

*“Keeping Assisted Living -
Assisted Living”*

Iowa Assisted
Living Association



The IALA Advisor
Vol. 7, No. 4, 2005

White House Conference on Aging

By: Craig D. Walter

The 2005 White House Conference on Aging Policy Committee was held this December to discuss the future needs of America's aging population. This conference is important as it is held only once every ten years.

ALFA President/CEO Richard Grimes presented comments to the members on ALFA's philosophy and goals in relationship to public policy and long term care.

The conference formally designated several areas of focus that were relevant to assisted living that Mr. Grimes responded to:

1) Planning along the lifespan – assisted living is a part of long term care needs.

2) Our community – Americans wish to age in place and ALFA is working to insure that the setting in assisted living best fits the needs of those individuals.

3) Health and long term living – more research and dialogue is needed to promote quality of life.

4) Social Engagement – assisted living promotes social and physical activities of its residents.

5) Market place – providers are becoming a larger sector of the business community and it helps ensure that older Americans get access to services.

Mr. Grimes is asking the committee to ensure that assisted living is included in future dialogue and that ALFA policy be included in the formal resolutions when formalized.

The IALA Advisor

News From IALA -- Iowa Assisted Living Association



“Keeping Assisted Living - Assisted Living”

INSIDE THIS ISSUE:

Member Spotlights	Cover
Board Members	2
President's Message	
New Members	3
When Tenants Run Out Of Money	4
IALA Administrative/ Lobbyist Update	5

Heart Beats: Activity Programming for Residents with Dementia or Planned Spontaneous Activities

Community Spotlight

Linden Place

Linden Place assisted living opened in July 2000 as part of Bartels Lutheran Retirement Community in Waverly. It features 30 private apartments and a blend of personal support and healthcare services to help community members stay active and independent.

Three levels of service plans are available, depending on individual needs. Services include two to three meals a day, housekeeping and linen service, nursing assessments, 24-hour staffing and personal urgent response system, scheduled transportation, medication reminders, and assistance with activities of daily living, such as bathing, grooming and dressing.

Linden Place residents enjoy privacy and independence in their own apartments, which come in studio size, one bedroom and two bedroom. The apartments are wheelchair accessible with kitchenettes, step-in showers, and a patio or bay window. Common areas include the living room lounge, fireplace lounge, sun rooms,



library, exercise areas and family dining room.

Linden Place residents have opportunities to participate in dozens of activities every week, including walking group, music therapy, Bible study, tram rides, garden group, games, rides in the country, devotions, wellness program, and ice cream treats on Fridays. A full-time chaplain is on staff to provide spiritual support and lead worship services.

Residents also have free van service to local doctor appointments, on-site banking, a resident wellness center, and outdoor gazebo and walking trails. They can participate in Bartels-wide activities and

events, such as the monthly birthday party and tone chime choir. As part of the Bartels Community, Linden Place residents also have priority admission to all Bartels health care services, such as skilled nursing and rehab, nursing care, and dementia care.

Residents of Linden Place pay one monthly fee for their apartment and service plan. No buy-in or lease is required.

Linden Place is a certified assisted living provider and member of the Assisted Living Federation of American (ALFA), and of our IALA. To learn more about Linden Place, call Teresa Krueger at 319-352-8851 or visit www.bartelscommunity.org.

Associate Member Spotlight

Hawkeye Foodservice Distribution, Inc.

Hawkeye Foodservice Distribution, Inc. is a privately owned broadline distributor of foodservice products. Hawkeye serves as the distribution link in bringing food and food related items to institutional users such as restaurants, assisted living facilities, health care facilities, and schools. Hawkeye Foodservice is one of the Midwest's largest distributors of foodservice products offering its customers something that other distributors cannot: a team of highly trained specialists that provide everything needed to run an efficient and profitable foodservice operation.

Hawkeye's team of specialists is comprised of employees from many different departments including: Health Care, Sales, Bid & Contract Management, Beverage/Chemical, and Equipment & Supplies.

Continued on page 6

Iowa Hospice



Did you know the Hospice Medicare/Medicaid Benefit pays for all?

- Registered Nursing Visits
 - Social Work and Chaplain Visits
 - Home health Aide Visits
 - Volunteer and Bereavement Support
 - Continuous and Respite Care
 - Medications related to the terminal illness
 - Durable Medical Equipment
 - Medical Supplies
 - Physician Services
- 

Did you know you can receive this benefit, if you have any of the following?

Alzheimer/Dementia

- Consistent weight loss
- Lack of bowel and bladder control
- Inability to dress or feed oneself
- Loss of meaningful speech
- Difficulty swallowing

Lung Disease

- Severe debilitating asthma/emphysema
- Shortness of breath at rest
- Oxygen dependent
- Frequent hospitalization

Cancer

- Spread to other organs
- Continued weight loss

ALS

- Rapid progression
- Decreased physical functioning
- Loss of muscle use
- Weight loss

End-Stage Diabetes

- Frequent hospitalization
- Chronic infection
- Nerve damage
- Uncontrollable sugar levels

Congestive Heart Disease

- Consistent weight loss
- Severe fatigue
- Shortness of breath at rest
- Chronic fluid build-up
- Frequent hospitalization

End-Stage Kidney

- Severe fluid build & swelling
- Frequent hospitalization
- No longer receiving dialysis

Debility

- Multiple primary organ failure
- Unspecified decline in health status
- Weight loss

Stroke

- Coma
- Inability to swallow
- Slurred speech or inability to speak

AIDS

- Progressive non-responsive disease
- No longer receiving AIDS treatment



A person does not need to have all of the criteria to be eligible and there are many other diagnoses like **Parkinson's**, **Leukemia**, and **Adult Failure to Thrive**. Care can be received in the comfort of your home, nursing home or assisted living facility.

Welcome New Board Members



Cathy Berner, Community Manager with The Continental at St. Joseph's in Centerville has been with the property for four years. Cathy is a member of IALA, ALFA and the Associate Member of IAHSA.

Prior to being the Community Manager, Cathy has held several positions in health care; such as, Respiratory Tech, Admissions/Laboratory Secretary/Receptionist/Insurance Clerk, LPN-in nursing home and hospital setting, where Cathy graduated from nursing school in 1984. Before that she was the Manager/supervisor-Martin Luther Homes, Waukon and provided in home respite, homemaker and chore services to the Elderly and SCL services to disabled children. Prior to that she was a private caregiver to an elderly individual with Alzheimer's for two years.

Cathy states that she got to where she is today by God's grace and divine intervention! The combination of 21 years of having a passion for the medical field, and being exposed to many different facets of it has lead her to the assisted living industry today. Cathy feels she is blessed to have an employer who believes in having the right people on the bus, who share the same mission, vision, and passion for this industry. Her employer is very supportive of additional training as needed and her involvement with the trade associations to continue to grow in this endeavor.

Cathy shared that the best part of her job is having happy tenants and family members, and empowering staff to grow. The worst part is dealing with personnel disciplines.

Cathy and her husband, Paul have three children; Emily-21, Allison-15 and Katie-14 and they live in Centerville. Cathy is involved with Rotary as the Rotary Secretary and is a Square Watch Volunteer.

In closing, Cathy shared that she loves nature, especially walks along a path, shaded with trees and along running water. She enjoys music, drama, watching sports, and chocolate mint!

Betty Howell is the Owner/Director of SunnyBrook Assisted Living in Fairfield, Iowa. Betty and her husband, David live in Fairfield. Betty is active in her community with the Lions Club, community activities and fundraisers. Betty is associated with IALA, ALFA, IHCA and ICAL. Betty has been involved with the assisted living industry for 10 years. Prior to owning SunnyBrook she began her career in a nursing home as a CNA at the age of 16. She was a CNA while attending college and continued direct Caregiving until she obtained her Administrators license.



Betty was in Caregiving for 25 years and was about to graduate from the Nursing Home Administrator's Program when a physician suggested she start her own Home. In December of 1995 SunnyBrook Assisted Living was established.

Now she owns two homes, one in Fairfield and the other in Mt. Pleasant, with 52 residents in each .

Betty shared that the best part of her job is knowing that she is enhancing the quality of life for her residents. The most challenging part is dealing with employees who are not meant to be caregivers.

In closing, Betty shared that she is a Grandma who loves to dream about traveling. Dreaming, because she has been too busy to go.

If you are interested in serving on an IALA committee, contact Shellie at info@ialaonline.org

Notice of Move

Please note that the Department of Elder Affairs (DEA) has relocated to the following address.

**Department of Elder Affairs
Jessie M. Parker Building
510 E 12th Street, Ste 2
Des Moines IA 50319
Main office number 515-725-3333
Fax: 515-725-3300**

**Direct phone numbers will retain the same last for digits with the prefix being 725, not 242.
Direct number for Sherry James, Executive Secretary will be 515-725-3302.**

Heart Beats: Activity Programming for Residents with Dementia or Planned Spontaneous Activities

By: Patti Hayes

“Heartbeats” is designed specially for residents who suffer from Dementia type illness. The program focuses on sensory responses that are usually left intact by the disease. Heartbeats also unitize long term memory to provide activities that promote a feeling of well-being.

Heartbeats is designed for seven evenings a week. Each activity is built around a specific sense. For example:

- Sunday (spiritual) – reading Promise scriptures
- Monday (visual) Sharing “Old Time” books
- Tuesday (taste) making simple foods – fruit kabobs, pretzel dips
- Wednesday (hearing), playing CD’s on Big band music
- Thursday (touch), Hand massages
- Friday (olfactory), fragrance kits
- Saturday (social), coupon clipping, memory boxes and books, sharing family photos

Each activity group will meet at the same time each night and must be facilitated by the same staff person, if possible. The activity should last about 30 minutes.

Heartbeats is designed to provide residents with comfort during the evening hours, which typically causes an increase in anxiety in residents with dementia.

The second part of Heartbeats is a program simply called Spontaneous Activities. A variety of Activities and kits should be available for staff and residents 24 hours a day. The kits can be located in common areas. The kits are stored in Hat boxes, each box contains a different activity; coupons to clip, cards to sort, a sensory kit of kitchen items, old music books, beads to sort, fishing items (no hooks). The list can be endless and very inexpensive to make. If a resident is unable to sleep, is restless or wandering he/she can be gently re-directed to one of these activities.

IALA Administrative/Lobbyist Update

By: Craig D. Walter

On January 9th the Eighty-First General Assembly will gavel in. This is the second year of the session and all current legislators will be returning.

This session is scheduled for 100 days and should wrap up in late April. This session will be impacted because of mid term elections scheduled for November.

The House of Representatives is controlled by the Republicans by a 51-49 margin. In the Senate it is a tie 25-25 and power is shared by both political parties. This close balance impacts the legislation that is considered.

In November 2006 all 100 House members will stand for reelection as well as 25 members of the Senate. Iowans will also elect a new Governor as Governor Vilsack is not seeking reelection.

The 2005 Session had a number of issues affecting the Assisted Living industry that was reported on in the last IALA newsletter.

Those issues may be reviewed on the legislative website at www.legis.state.ia.us. The bill numbers of interest are;

- 1) HF 585 Assisted Living Program
- 2) HF 587 Adult Day Care
- 3) HF 617 Home & Community Based Waivers
- 4) HF 710 Elder Group Homes

All legislation that was not passed is eligible for consideration in 2006. New bills will be introduced in the first few weeks of the session. Legislation from the Department of Elder Affairs (DEA) or the Department of Inspections & Appeals (DIA) will be introduced then.

Your association is monitoring all legislation at the state level and is also reviewing proposed changes in rules and regulations by the State Departments and Agencies.

As always, if you have questions regarding legislation, please feel free to contact the IALA office.

Board of Directors & Staff 2005 - 2006

President

Allen Phillips
Senior Housing
Management/Consultant Co.
Cedar Rapids
319-363-6105 Ext. 34
Email: aphillips@shcshsm.com

Chairperson

Debbie Fisher
Newbury Development Co.
W. Des Moines
515-698-9701
Email:
dfisher@thenewburycompanies.com

Treasurer

Vicki Facto
Bank of the West
West Des Moines
515-440-7371
Email:
vicki.facto@bankofthewest.com

Secretary

Judy Swartzell
The EBY Group
Olathe KS
913-782-3200
Email: judy.swartzell@eby.com

Directors

Cathy Berner
The Continental at St. Joseph's
Centerville
641-437-1999
Email:
cathysj@sirisonline.com

Teresa Krueger
Linden Place
Waverly
319-352-8851
Email:
tkrueger@bartels-home.com

Joy Cox
Eiler House-ALC
Clarinda
712-542-5508
Email: jcox@alcco.com

Chad Piper
Heritage Court Assisted Living
West Des Moines
515-223-1224
Email: hr@fountainwest.com

Patti Hayes
Bickford Cottage of
Marshalltown
Marshalltown
641-753-5700
Email: patti.hayes@eby.com

Sandy Wilson
Newbury Management Co.
West Des Moines
515-698-9711
Email:
swilson@thenewburycompanies.com

Betty Howell
Sunnybrook Assisted Living
Fairfield
641-469-5778
Email:
betty@sunnybrookassistedliving.com

President's Message

By: Allen Phillips

I hope this message finds you and your families doing well and hopefully your work life is NOT getting the best of you!

First and foremost, I'd like to thank Debbie Fisher for leading IALA for the past six years. Without Debbie's experience and expertise in the industry IALA would not be where it is today. Debbie will be very active in our association as she will hold the position of Chairperson and will also head the Governmental Affairs Committee.

I also wanted to introduce myself and thank you for the opportunity of serving as the IALA President. I am very excited about this opportunity and I will do my best to lead this fine organization. Currently, I am the President of Senior Housing Consultants, Inc., Senior Housing Health Care, Inc. and Senior Housing Management, Inc. The companies are located in Cedar Rapids. Our Senior Housing companies specialize in the start-up (from market studies through apartment lease-up) and the on-going management of Assisted Living/Senior Housing Communities.

IALA had a great year in 2005 and I hope 2006 can be even better. As I look at IALA's Members and Board of Directors, it is easy to see that this organization is made up of some of the most talented and compassionate people in the industry. In fact, last week the Board of Directors met for the Annual Strategic Planning Meeting and our focus was how to increase adding value to the IALA members. The strategic plans focused on three areas:

- Adding value to our members through education.
 - o Improve the Regional Training Seminars and Annual Conference.
- Focus on the Assisted Living legislative issues at the Capitol.
 - o Craig Walter was again contracted to support legislative issues at the Capitol.
 - o The 2006 Focus is "Keeping Assisted Living – Assisted Living"
- Adding value to our members through communication of the latest Assisted Living information.
 - o Improve communication of the Newsletters, Emails, ALFA info, Governmental concerns, sharing of best practices (Med management, Alzheimer programs, wellness/activity programs, waiver programs, food preparation, etc.)

IALA recently obtained our official trademark, which you will begin to see on all documentation. This trademark represents our number one goal...

"Keeping Assisted Living – Assisted Living"

Please note the IALA Education Committee has already established the dates for the 2006 Annual Conference & Trade Show. The dates are August 29 & 30, 2006 and will again be held at the Adventureland Inn. Please mark your 2006 calendar today for this annual event.

Thank you in advance for your support of IALA. I am truly looking forward to working with each and every one of you! If I can be of service to you or you have any suggestions for IALA feel free to call me at 319-363-6105 ext. 34 or via email at aphillips@shcshsm.com.

Associate Member Spotlight...Continued from front page

The Health Care Department prides itself on a qualified staff that includes Dietitians, a Food & Nutrition Graduate, and an LPN. The health care representatives are able to provide menu ideas, standardized recipes with HACCP guidelines, food cost analysis, nutritional analysis, and product information. Hawkeye's Health Care Department has many value added services to offer its customers including: a menu system customized to meet your facility's needs (MENUgistics), an In-service Manual, a Food Service Policy & Procedure Manual, Theme Meal Books, a Holiday Meal Book, and a library of health care and foodservice videos available for check out. In addition to these services Hawkeye offers many educational opportunities yearly for customers to earn free continuing education units at the annual buying shows and other health care events.

The greatest resource available to prime health care accounts is the MENUgistics program. MENUgistics is a customized menu software program that can save Hawkeye's customer's time and money. The system gives customers the option of having Hawkeye's Health Care Team produce their menus for them or customers can take control and use MENUgistics to create their own menus.

If a customer chooses to have the Health Care staff create their customized menus, the following hard copy components will be included: color coded menus, diet spreadsheets with facility specific diets, facility specific recipe portions, census driven grocery lists and purchase orders, nutritional analysis, and cost analysis. Hawkeye allows their customers to make unlimited changes to their cycle menus or they will even put their menu in from scratch!

Customers can choose to take more control of their menu design by using the same MENUgistics software that Hawkeye uses in house. The software allows facilities to personalize their database to include specific resident information. In addition to the menu components listed above, facilities that use the MENUgistics software are able to produce patient driven production guides, diet census & reports, history of resident diet changes, accurate weight tracking, nutritional analysis, census specific recipe portions, and detailed tray cards & snack labels. The MENUgistics software is truly a dietary management program that helps to control production, resident data, food costs, and menus.

The sales department at Hawkeye Foodservice is comprised of over 70 Distributor Sales Representatives servicing a wide area of the Midwest through distribution centers in Iowa City, IA; Danville, IL; and Fairmont, MN. Hawkeye's business friendly philosophies have attracted some of the best and most experienced representatives in the industry. Hawkeye also has a staff of Customer Service Representatives on site at the corporate headquarters in Iowa City six days a week to help you with your ordering needs.

The Bid and Contract Management Department at Hawkeye helps customers ensure that they are receiving the best deals and contract pricing that they are eligible for. The foodservice industry has changed greatly over the years and today almost all customers are eligible for some sort of deviated pricing. Hawkeye has an entire department devoted to help manage this process and make sure that customers are receiving the monies that they are entitled to.

Hawkeye has a team of Beverage & Chemical Specialists at the ready. They are experts at determining a facility's needs for beverage equipment, warewashing machines, and laundry chemical dispensing systems. In addition to selling the appropriate machines and chemicals they are also able to tailor a service program complete with reliable, scheduled preventative maintenance, designed to take a proactive approach against untimely equipment failures or poor product performance. Hawkeye's service also aids in extending the useful life of key pieces of equipment that are owned by the facility. Additionally, the Beverage & Chemical Specialists are available to train facility staff on proper use and maintenance of dish machines, laundry machines, beverage machines, etc...

In addition to the high quality food products that Hawkeye has to offer, they also have the equipment and small wares that you need to prepare and serve these delicious foods. Purchasing the correct equipment and small wares can be an overwhelming task. Hawkeye is prepared to help their customers with their team of Equipment and Supplies Specialists. The specialists can guide customers to the most efficient solutions, while affording the best value in these large investments. Hawkeye can also help with design and layout of kitchen and dining spaces whether it is a brand new space or upgrading an existing space. Some of the specialists are dedicated to small wares, having undergone extensive product training to help customers obtain the correct china, glassware, linens, kitchen supplies, etc... Each of these specialists acts as an independent buyer tracking the orders to ensure complete satisfaction.

For over fifty years Hawkeye's employees have taken pride in being fast, focused, and friendly! The company's vision is to be a fast growing, family oriented, dynamic foodservice distribution company that leads the industry. Hawkeye's mission is to pursue excellence in the foodservice industry by partnering with their customers and vendors to ensure mutual growth and success.

If you would like to learn more about Hawkeye Foodservice Distribution stop by their Iowa Buying Show in Des Moines, IA at the Iowa State Fair Grounds – Varied Industry Building on Monday, January 30, 2006 from 9 am – 4 pm. If you aren't able to make it to the show, Hawkeye's experienced staff can be reached at 800-272-6467 or check out the web site www.hawkeyefoodservice.com.



When Tenants Run Out Of Money

Caring for low-income clients in AL

By: *Jenny Knust*

Many Assisted Living (AL) programs that did not set out to serve low income clients find themselves in the position of trying to serve clients who have exhausted assets but do not have sufficient income to cover the cost of care. When faced with the prospect of advising a long-term client that they must find another place to live, providers frequently try to pull the pieces together to prevent the loss of a beloved resident. There are many issues that must be addressed in order to transition clients from private pay to Medicaid. Some steps are specific to the client, and some address systemic issues for the AL program. The following tips are offered to help providers gain a better understanding of the steps that need to occur before their organization will be in a position to serve low income clients.

Stay “in the loop”

Many market rate programs do not conduct a means or asset test to determine whether the client has sufficient income and assets to pay for an extended stay. The average length of stay in AL in Iowa is approximately 18 months. It is wise to ask potential clients how long they would be able to afford the unit they have chosen, given the price at the time of admission and their current income and asset situation.

Many times programs will have a sense that assets may not last long, based on discussions with the family at the time of admission. If there is any suspicion that assets will be exhausted in less than 18 months, it would be prudent to have a candid conversation with the prospective tenant and family members about the options for care when funds are depleted.

Some programs are not willing to take Medicaid-eligible clients “off the street” but may be willing to work with clients who have spent down. The AL program should make policies very clear to potential clients and their family members and encourage them to appraise the program well in advance if funds are being depleted. If the AL program’s policy is to transition clients who have spent down out of your program, clients should have an awareness of that policy and be able to count on program staff to assist them in exploring alternatives if that time comes.

Determine eligibility for assistance

Family members should advise the program at least four to six months in advance of depletion of funds. The AL program can then provide information regarding continued eligibility for the program and contact information for the local Area Agency on Aging, Department of Human Services office, and other resources for low income seniors in need of health care.

If the client has significant health care needs, monthly income is less than three times SSI level ($\$579 \times 3 = \$1,737$) and assets are less than \$2,000, he/she may qualify for the Home and Community Based Services (HCBS) Elderly waiver program. Eligibility for

the HCBS elderly waiver program is determined by the local Area Agency on Aging. The screening process can take several weeks, so it is important to start the process before assets are deleted.

Changing the ALP fee structure

Programs who accept clients under the HCBS elderly waiver are required (by DHS) to break apart rent, board and services in their occupancy agreement and fee structure. DHS will only reimburse the program for specific services provided under the HCBS elderly waiver. Costs associated with rent and board are not currently reimbursed under the waiver and remain the responsibility of the tenant. The Section 8 and HCBS rent subsidy programs may provide rental assistance to qualified tenants.

The restructuring of the occupancy agreement and fee schedule can take a considerable amount of thought and time. However, programs that fail to take this crucial step may find themselves in the position of having waiver payments curtailed until they make the necessary changes. Because waiver payments are not made retroactively, the program is in danger of losing a considerable amount of revenue until the fee schedule has been appropriately restructured.

Communicate philosophy

Every AL program should give careful consideration to their philosophy regarding providing care to Medicaid-eligible clients. The ability to take care for these seniors in the AL environment is a great asset to any community. From a financial standpoint, programs should have a clear understanding that the revenue generated from these clients will most likely fall short of the program’s projected revenue for a particular AL unit. In other words, under the current Medicaid system, programs built to serve private pay clients will most likely be writing off some expenses incurred in providing care to low-income clients.

The future of Medicaid in AL

Efforts are currently under way to create an AL payment under the HCBS elderly waiver, which will streamline the billing process and possibility raise the current reimbursement rate, which has long been capped at \$1,052 per month. It is anticipated that the very earliest this restructuring could occur is the summer of 2006. In the meantime, AL programs, especially those with chronic vacancies, may wish to evaluate their capacity to serve at least a limited number of clients who have spent down assets and have become eligible for the HCBS waiver program.

Jenny Knust, Affordable AL Coordinator, at the Iowa Finance Authority, can help programs restructure the occupancy agreement and fee schedule to serve Medicaid-eligible clients in a market rate program. Jenny can be reached at jenny.knust@iowa.gov or by phone at 515-242-4748.