



e-newsletter

Issue 13 ~ September 2007

Providing healthy, affordable and ethical long-term care to older citizens throughout Maine, New Hampshire & Vermont

NNEAHSA Contact Information Change

If you haven't heard the news, the NNEAHSA mailing address, phone and fax numbers have changed as of September 1. The new information appears at the bottom of each page of this newsletter, as well as on the website. The website and email addresses remain unchanged. This change is a result of NNEAHSA staff person, Sheila Deringis, contracting directly with NNEAHSA to more readily focus on improving membership services.

Reflections on the NNEAHSA Annual Conference and Exposition

By: Denise Vachon, NNEAHSA Chair

The days are shorter already, and the nights are cooler. I am caught between feeling like we were just together "a few days ago" at The Crowne Plaza in Nashua for our Annual Conference, and that it is now another great memory from another great conference.

According to the feedback we have received about NNEAHSA's 13th Annual Conference and Exposition, this was once again a huge success in every dimension. Attendees liked the venue, the hotel services, but mostly (and not unexpectedly) the educational programs and the opportunity to network and share ideas.

Again this year, there were many interesting speakers and timely topics covered. NNEAHSA offered programming for its Executives, of course, but the conference also delivered great programming for property managers and environmental services staff.

With staffing as one of our greatest concerns, the conference offered a full track for Human Resource professionals and Nursing combined, with a strong focus on recruitment and retention. Marketing and Admissions teams attended a very strong program of their own, which was overwhelmingly well-received. There were speakers and exhibitors discussing technology as key to the future of aging services. And, we talked about the next generation of consumers, and how we can best anticipate their needs in the context of providing high quality services and maintaining strong market positions in our own retirement communities.

One of the major highlights for attendees was the inspiring presentations offered by Larry Minnix, AAHSA's President and CEO. Also joining us from AAHSA with important presentations were Marsha Greenfield, Kathleen Neeson, and our AAHSA Regional Vice President, Nancy Hooks.

Larry offered the Keynote "Live Your Story," following AAHSA's theme from last year ("Tell Your Story") and as an introduction to AAHSA's 2007 Annual Conference theme, talking about our ethical obligation to the people we serve and to those who serve them. Following the Keynote, he led a break-out session, "The Long and Winding Road," where he discussed AAHSA's updated Scenario Planning Report by the same title. *(Note: AAHSA members who have not received this report should contact Sheila at sderingis@nneahsa.org to obtain a copy for your facility.)*

In every time slot, there were multiple interesting and enticing programs to choose from. Nancy Hooks led a small but ardent group of NNEAHSA members in a "Town Hall" discussion about tax exemption for non-profits, the developing challenges to that privilege (nationally), and the importance of telling the not-for-profit story by way of demonstrating community benefit. Susan McDonough, of Covenant Health Systems and the AAHSA Board of Directors, conducted a very interesting and thought-provoking session on this topic during our conference as well. In her session, she offered ideas and tools that not-for-profits ought be considering and using in strategizing and safeguarding these important exemptions for the good of the residents we serve. See the following article for more information on this topic.

Thanks to all who made the Conference so successful!

NNEAHSA's Board of Directors wishes to extend its deep appreciation to those all who contributed to the success of this year's Annual Conference and Exposition in Nashua, NH. The following companies contributed by exhibiting at the trade show, sponsoring an event, or both! We could not have put on such a great conference without the support of these organizations.

AAHSA	J & R Langley Co.
Adden Furniture	LarsonAllen, LLP
Atlantic Turtle Top	Life Systems, Inc.
Bank of America	M.C. Healthcare Products
CWS Architects	Morrison Senior Dining
Cain Brothers	MorrisSwitzer Environments for Health
Claffin Contract Furnishings	New Life Management & Development
D. Gallant Management Associates	New LifeStyles
DermaRite Industries	Omnicare – Unicare
Fred C. Church Insurance	Saint Joseph's College of Maine
Geriatric Medical	Status Solutions, LLC
Greystone Communities	Tsomides Associates Architects
Herbert J. Sims & Co.	UHF of New England
Hill-Rom	USI New England
HomeFree, Inc.	Ziegler Capital Markets

And let's not forget our speakers who contributed their time and expertise to provide us with informational presentations:

Francis Battisti – Battisti Networks	Robert Labrie – Maximum Potential
Richard Desroche – Luther Life Communities	Lisa Lehman – Holleran
Andy Finnegan – CMS	Susan McDonough – Covenant Health Systems
Dolly Fleming – Community of Vermont Elders	Larry Minnix – AAHSA
David Furnell – CAL Consulting Group, LLC	Sara Montalto – New Life Mgmt & Development
Marsha Greenfield – AAHSA	Bart Plank – Cain Brothers
Monty Jhavari – Morrison Management Specialists	Stephen Schuchert – CWS Architects
Josie Kingsley – New Life Mgmt & Development	Joyce Waibel – CAL Consulting Group, LLC

If you would like contact information for any of these speakers, please send an email to sderingis@nneahsa.org and she'll get you the information you need.

And, last, but certainly not least, the Board wishes to recognize and express its gratitude to Sheila Deringis for a job VERY WELL DONE! Sheila is the person who works to pull all the details together to make this a fun, special and inspiring event for our members, exhibitors and other attendees. Thank you, Sheila!

Conference Stats

The Conference was a great success in all ways. This year, there were 74 attendees from five states including Maine, New Hampshire, Vermont, Massachusetts, and New York. We had 28 exhibitors from all parts of the U.S. and Canada! The Golf Tournament was also a success, despite a mid-tournament thunderstorm. However, there were a few hearty souls that did manage to play all 18 holes despite the weather!

And now we begin planning for next year's conference. We are currently looking at hotels in the Portland, Maine and Manchester, New Hampshire areas. We are also considering moving the conference to the month of May, prior to Memorial Day and changing the format slightly.

Protecting Your Organization's Tax-Exempt Status

In case you missed the Annual Meeting in March (Portsmouth, NH) and the two programs at the Annual Conference (Nashua, NH), you will want to put this on your radar:

There is a national movement to challenge the tax-exempt status of not-for-profits. With national budget deficits at the highest they have been in years, the IRS is scrutinizing the 990s of not-for-profit organizations, looking to insure that those receiving tax-exemption can clearly demonstrate their charitable purpose—and what AAHSA is seeing is that *simply providing care to low-income individuals under Medicare and Medicaid is not necessarily sufficient evidence of charitable care or purpose.*

At this year's conference, Susan McDonough, Vice President for Strategy and System Development for Covenant Health Systems provided us with ideas and tools to use when considering this important issue. NNEAHSA members are invited to go to www.chausa.org/resources to order (at a small price) Covenant's **A Guide for Planning and Reporting Community Benefit** (Item P300).

For those of us who attended, we found Susan's presentation very interesting and informative. She brings a keen understanding and a passion for the work of not-for-profits to her presentation and discussion. NNEAHSA would like to consider repeating this session, or to offer a full-day program (with Covenant's help and leadership) in coming months. Please advise Sheila of your interest to be notified of this opportunity, so that we can assess the common interest.

Wanted: Education Committee Volunteers

If you would like to volunteer to get involved with the planning of educational sessions for NNEAHSA, please contact Sheila Deringis at sderingis@nneahsa.org. As many of you know, planning education is not an easy task and we can certainly use all the help we can get to deliver valuable programs to the membership.

As always, we want your input! Please send us any ideas you would like to see for upcoming educational programming.

NNEAHSA Announces New Business Members

We are pleased to announce the following new Business Members for 2007:

- **Gawron Turgeon Architects** - Gawron Turgeon Architects is an award-winning design firm providing integrated professional services: architecture, master planning, landscape architecture, interior design. We are known as a leader in the planning and design of healthcare and senior living communities for a wide variety of care levels from independent living to nursing homes. And we are proud to have Maine's first Certificant of American Academy of Healthcare Interior Design (AAHID) on our staff.

- **Heritage Healthcare Solutions, Inc.** - Heritage Healthcare Services is a facilities management contractor specializing in housekeeping, laundry and maintenance exclusively for long-term care. Heritage offers a cleaner, healthier clean with its unique green cleaning system.
- **Status Solutions, LLC** - Solutions provider of wireless security and safety devices and systems to the senior housing market.

Contact information for each of these new business members can be found on the NNEAHSA website!

NNEAHSA Member Facility Staff Awarded the 2007 Joan Anne McHugh Award for Leadership in Long-Term Care

After several years in acute care settings and a feeling that elderly patients were not receiving the care they deserved, Pat Wilbur, RN, transitioned into long-term care nursing. Her passion for respecting resident dignity has guided her ever sense. Pat is currently a charge nurse at the Cedars in Portland, Maine. She chairs the Cedars' new Resident Directed Care Committee because she wants residents to have the best home with the care they want when they want it. Her colleagues say her enthusiasm for this has been infectious. Under Pat's direction, caregivers maintain residents' privacy, identity and dignity.

Pat is recognized for being a team player who provides high quality care. She involves all disciplines in resident care, gathering opinions from CNAs, PT, RT, dietary and others. She can often be heard asking "what do you think" or "could you assess it and give me your ideas?" When called upon to assist herself, Pat never hesitates and her judgment and experience are always appreciated by her colleagues. Pat is recognized by medical staff at the Cedars as the "go to" nurse for insight into changes in patient condition, especially those with multiple co-morbidities.

Pat actively listens to CNAs and respects their ideas and opinions. She regularly expresses her appreciation of the excellent care they give. Pat is not only an advocate for residents but also her staff, recommending changes in staffing and systems to enhance the work life of the unit. Not surprisingly, retention on her unit is high. While attending educational sessions to advance her own skills, Pat also institutes learning opportunities with her staff. Pat is often called upon to mentor new nurses who are struggling because of her patience, non-judgmental attitude and problem solving abilities.

Pat is a "nurse leader who makes compassion and professionalism look easy."

Congratulations go out to Pat and we look forward to seeing this story in the next issue of AAHSA's *FutureAge* magazine.

Hill-Rom Happenings

Hill-Rom continues to announce new offerings for Long Term Care facilities. Throughout this fall, Hill-Rom will offer multiple new products to the market. These include, but not limited to:

- **Hill-Rom Low Bed**—A low bed (8.5" to 29") with all the style and function you would expect from Hill-Rom. It has the three S's ... *Style, Safety and Simplicity!* Multiple side rails, laminates and patient assist options. This is a low bed to finally get excited about! Coming soon. Call for more information.
- **Hill-Rom Modular Bariatric Frame**—A low cost, durable bariatric frame that is now available. Safe working loads to 700 lbs. All electric. Multiple surfaces available (including a bariatric winged prevention mattress).

Available in 39" or 48" width. Folds for easy storage when not in use. Available for capital purchase and soon to be available for a low cost rental.

- **Hill-Rom Long Term Care Furniture**—Hill-Rom is proud to announce that this fall it will introduce a new line of patient room furniture. Multiple wood/stain and style options will be available while keeping costs competitive.
- **Hill-Rom Simplimatt Prevention Mattress**—This mattress is our newest mattress success The Simplimatt is a cost conscience mattress for the low to moderate acuity resident in long term care. Multiple widths and lengths available. Also available in winged/flat or bariatric versions. This mattress adheres to all national fire code standards.

These are the newest offerings by Hill-Rom. More to come soon. Hill-Rom continues to offer a complete line of Long Term Care beds, room seating, therapy products, and medical equipment (rental).

For further information, please contact:

Peter L. Marchant (Maine)

Hill-Rom

Phone: 800-638-2546

Fax: 781-575-9704

Email: peter.marchant@hill-rom.com

Thomas DiPaola (NH & VT)

Hill-Rom

Phone: 800-638-2546

Fax: 401-823-5594

Email: thomas.dipaola@hill-rom.com

Latest on SCHIP and Medicare

It looks like the House and Senate have agreed to go with the Senate version of SCHIP and do Medicare later in the year. This is a nice victory for all of us; it gives us yet more time to advocate against the payment update freeze (as well as for the good parts in the House bill). Good work getting those cards and letters to your representatives, but the battle isn't over yet.

Here is the blurb from Congressional Quarterly:

Latest News

The House will take up a bill renewing health insurance for low-income children on Sept. 25, House Speaker Nancy Pelosi, D-Calif., told Democrats in a meeting today, a House Democratic aide said. Other than "a number of fine points that need to be determined," the aide said, Pelosi told her caucus that the bill will essentially be legislation the Senate has passed ([HR 976](#)) that would increase spending for the State Children's Health Insurance Program by \$35 billion over the next five years, to \$60 billion. A tobacco tax increase would pay for the expansion, including a 61-cent increase in the cigarette tax, to \$1.00 per pack.