



WALA Watch

AT THE FOREFRONT OF ASSISTED LIVING IN WISCONSIN

SEPTEMBER 2004

WALA-Wisconsin Assisted Living Association

VOL. 9, NO. 4



WALA'S 5TH ANNUAL FALL SYMPOSIUM COMING TO YOU!

With risk management becoming a hot topic throughout the country and insurance rates going through the roof, you cannot afford to miss this timely session!

This event is the follow-up to last year's successful 2003 Fall Symposium and will provide additional critical information. This is a worthwhile investment if you came in 2003 and especially if you missed this event last year! The Symposium will be held in each of the five BQA regions — we are bringing this informative course to you.

Designed for all CBRFS, RCACs and AFHs, the WALA Fall Symposium, **"Take Control of Your Operations!"** will show you the approaching regulatory changes and their effects on you, how to reduce insurance rate increases by reducing claims now and how to take control of your operations and learn new tools that will reduce your risk and provide better care.

Each session will also include a roundtable discussion to answer questions and share ideas about your specific region and local issues.

"Take Control of Your Operations!"



will give you a leg up by covering the most important issues facing the assisted living industry.

■ **HFS-83 Rewrite:** we will let you know where BQA is in the rewrite process and what it means for you.

■ **Regulatory update:** an incredibly informative and popular session at last year's Fall Symposium, we have revised it based on attendee comments, and updated it based on the changes in the regulations and survey process since last year. The changes are interesting!

■ **Ways to update your operations to reduce risk** — and help reduce future insurance increases by reducing claims now. WALA consulted with major insurance companies and national experts and will present techniques to reduce risk now in order to help minimize future insurance rate increases.

■ **The always-popular regulatory roundtables** — meet with your peers to discuss your hot button topics. This year we will get the conversations rolling by breaking you into categories that reflect your needs: AFH by county or state regulated; CBRF by fewer than 20 corporate beds or greater than 20 corporate beds; RCAC by stand alone facility or part of a campus.

■ **Discussion on the issues of today:** human resources concerns, minimizing insurance rate increases, proactive and reactive survey techniques, the regulatory changes in the last 12 months, risk reduction, and how to keep up with a game that is changing daily.

Our presenters, Sue Reese, of Sienna Crest Assisted Living, and Bob Lightfoot, a registered nurse and attorney from the law

Fall Symposium continued on page 13

ADVANCED MANAGEMENT CERTIFICATION BE PART OF A NEW ERA IN EDUCATION

WALA is pleased to present the new curriculum, "Advanced Management Certification", a national program for experienced assisted living directors. This course will make its debut in Wisconsin, then be reproduced in Georgia and eventually across the country.

Designed for experienced assisted living directors, this course is held in two parts. Part 1 consists of two days of instruction and discussion, and will be held November 4 & 5, 2004, at the Country Inn Hotel in Waukesha. Part 2 consists of three days, and will be held April 26-28, 2005, also at the Country Inn Hotel.

Due to the interactive nature of this program, **enrollment is limited to a maximum of 40 attendees.** Due to limited enrollment, WALA members receive preferential registration. WALA members **only** may register until September 20. Non-members may register after September 20.

Why Attend?

There are multiple skill sets required to be a successful assisted living director/manager/administrator. These skills are usually honed on the job. But there comes a time for an experienced director to gain focused input from others.

Is this the time to hone those skills?

Is this the time to invest in **you**?

Work with national level instructors and a cohort of experienced assisted living directors. Focus

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WISCONSIN ASSISTED LIVING ASSOCIATION
Advocacy. Education. Communication.
Your WALA team.



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PRESIDENT'S CORNER

By Sue Reese, WALA Board President

As the President of your board of directors, I am always impressed with the quality of effort expended by the volunteers and staff of WALA in the regulatory arena. I have been privileged to be part of many meetings between the Bureau of Quality Assurance and WALA.

As one example, I would like to update you on the current rewrite of HFS-83. As you know from previous WALA Watch articles, email and fax blasts, BQA has started the CBRF rewrite process again. WALA and its committees recently reviewed the first working draft from BQA. I was part of the July 7 HFS-83 Rewrite Committee which reviewed every word and implication of the first HFS-83 draft. This first draft sent by BQA concerned physical plant issues.



Sue Reese

After careful, thoughtful and complete review, WALA raised a number of concerns. Broadly speaking, our primary concern was that changes should not affect existing facilities that already meet the regulations. Otherwise, facilities would have to retrofit their buildings to meet the new codes costing, in some cases, tens of thousands of dollars. WALA is assured that such a grandfather clause will be written into the new regulations. However, at this point we are not sure what exactly will be grandfathered in. To review the entire set of WALA's comments on this and future drafts of HFS-83, go to our website at www.ewala.org where you can also review their response to our concerns.

No other association, organization or facility has submitted comments at this level. These are your membership dues at work for YOU! If you are a CBRF, it pays for you to keep on top of the anticipated changes.

I would also like to say "Thank you" to all of you who sent in your comments to the Rewrite Committee! Everyone is welcome to become part of this process and any WALA member may review the drafts as they come out and send comments back to the WALA office. The HFS-83 Rewrite Committee then discusses all comments, prepares the formal response to the draft on behalf of the WALA Board of Directors and sends it to BQA. Contact the WALA office, info@ewala.org, if you want to be added to the list of WALA members active in the HFS-83 rewrite process. Remember, you will need to live with the final set of regulations when they go into effect in the next few years, so weigh in now!

HFS-83



**WALA & ALFA
ARE ONE ALFA**



MURPHY'S MUSINGS

By Jim Murphy, WALA Executive Director

WALA is bursting at our buttons this month.

We are so proud to announce that after 18 months of work by a national task force, WALA will be the host for the inaugural Advanced Management Certification course. See page one for details. Part 1 of this national model will pilot here in Wisconsin in November and is designed for advanced, senior-level managers. This curriculum will become the model used in Georgia later in November and then around the country. We are honored that we were able to help make this course a reality. When you review the entire curriculum (www.ewala.org or call the WALA office), you will understand that the course is an investment in your assisted living career. To improve, you must seek the tools you lack. As you will see, we are screening the qualifications of attendees to make sure that all the discussions will be at the level of experienced assisted living executives. This is your chance to lead the nation.

We are also proud to provide the details for our 5th Annual Fall Symposium. As you can see on page one, the model we implemented last year by taking our training to YOU in each of the five BQA regions was so successful that we are doing it again. We listened to your comments and the agenda this year uses last year's program as a base to expand on the regulatory arena, provide new risk management tools and provide roundtables in each region by regulatory groups. You will learn, you will share with your peers and we hope you will share some of our 10th Anniversary cake in each of the five locations.

We are most proud to celebrate at WALA's 10th Anniversary Party this fall. Having been the WALA Executive Director for the last eight years (*who'd a thunk it?*) I have been privileged to watch a fledgling organization in 1996 with high hopes, large debt but dedicated members grow from 137 members to our current roster of well over 500 members representing almost 10,000 residents. Our staff has grown to three and our future is evolving strategically to meet the changing needs of the industry and your residents. I hope you will join us at the Country Inn on Saturday, November 6 to celebrate all that we have become and all that the future holds.

For all that — and more — I say thank you from the bottom of my heart.



Jim Murphy

DON'T MISS YOUR SHOT!



This is your last chance to join the 8th Annual Autumn Golf Classic on September 20, at Lac La Belle Country Club in Oconomowoc. This beautiful course, founded in 1896, is nestled among rolling hills and valleys on the shores of scenic Lac La Belle. Come enjoy early fall on the links with 80 assisted living leaders. Sponsorships are still available — contact the WALA office for information.

Hole-in-one prizes include a Harley Davidson Sportster, a Giant Golf Las Vegas Trip for Two, a Ken Venturi Golf School for Two and a PGA Village Vacation for Two. You can also "Beat the Pro" on the 4th hole and be a part of the betting hole. Each golf package includes complimentary beverages, two raffle tickets per golfer, golf fees and cart, lunch, dinner, flag prizes and door prizes.

Fees are \$225 for an individual, \$900 for a corporate foursome. Non-golfers are welcome to participate in dinner for only \$50. WALA's Annual Autumn Golf Classic is an invaluable opportunity to network with other assisted living providers and industry partners, make strong business connections and support the educational programs and services of WALA.

For more information, visit our website at www.ewala.org or contact the WALA office at 608/288-0246.

MURPHY SHUTS THE SPEEDWAY DOWN THE LAST IN OUR SERIES ON THE "FRUGALITY" OF JAMES MURPHY

In late June of this year, an astounding and tragic thing happened when the good folks at the Speedway Restaurant in Mineral Point saw something they'd never seen before: Jim Murphy's wallet. And he wasn't just "offering" to pay. He actually paid for lunch.

According to a trusted source at the Wisconsin Alzheimer's Institute (WAI), no one could believe their eyes when Murphy produced a flaming pink "Malibu Barbie" laminated wallet in mint condition. "eBay," the Irishman blushed. When onlookers gasped and took a step back, Murphy bleated, "What? I got it for \$1.00 including shipping. It was cheap!"

Stunned wait staff were convinced the world was coming to an end. Management took the incident as an omen and, tragically, the Speedway closed only days later. Said the Director of the WAI, "I think we are fortunate that Jim buying lunch is such a rare event."



CHANGES TO THE WALA WEBSITE

Be on the lookout this fall for big changes in the WALA website, www.ewala.org

New features will include:

- Easier navigability;
- The ability for you to logon to our website to post vacancies and job listings;
- New ways to publicize your facility;
- Expanded facility description for provider members to hook the consumer!
- Expanded means to promote associate member services, including a description of your services;
- Easier access to your legislators.

WALA thanks webmaster Craig Hadley of Fourth & Goal Web Solutions for all the effort, ingenuity, and expertise applied in adding these very complex features. Do you have any suggestions? Contact the WALA office, info@ewala.org or give us a call.

www.ewala.org

TIME FOR RENEWAL!

It's that time of year again! No, I'm not referring to going back to school, football season, or even my birthday. It's time to renew membership in WALA! With well over 500 members representing nearly 10,000 residents with 75 associate members, WALA has a solid membership base of AFHs, CBRFs, and RCACs — from the small three-bed facility to the largest provider in the country. It is your support of WALA that makes it all possible!

We are proud that we will **NOT** be raising dues for 2005.

WALA is taking the lead in the current rewrite of HFS-83, and over the past ten years we have become a respected force in promoting a serious and open dialogue on your behalf with BQA. We will continue our work throughout the coming months and years to enhance the relationship between BQA and assisted living providers. You can count on WALA to persist in taking the concerns of the industry to the highest levels of state and local governments. Finally, as the Wisconsin state affiliate of the Assisted Living Federation of America (ALFA), we represent a national movement working hard to further the cause of assisted living as an alternative to nursing home care and fostering the finest care for the tenants and residents of your facilities.

WALA members receive reduced rates for conferences and symposiums that allow you to keep your business at the forefront of the assisted living industry. Through these conventions, fax and email updates, as well as this newsletter, WALA keeps you informed and up to date on everything that is happening in your field, and everything you need to be prepared for.

Check out this new Provider member benefit: now you can give us a 75-word description of your facility and WALA will post it on our website; this is your chance to tell consumers what makes your facility unique! You'll also be able to logon to the WALA website, www.ewala.org to post vacancies and job openings for your facility!

The value of Associate Membership has also increased significantly for 2005 through better member savings, valuable networking opportunities, enhanced features on our website, improved promotional possibilities and greater accessibility to your services through our Assisted Living Resource Directory.

WALA wants YOU to continue to be a part of this exciting group of individuals, communities, and companies on the cutting edge of assisted living excellence. So watch for renewal letters coming in early September. Should you have any questions, feel free to contact the office by phone, fax or email. Be sure to go to the WALA website, www.ewala.org to check out your listing.

ALFA 2005 EXPO INFO NOW ONLINE

Assisted living providers and suppliers now can find complete information on the ALFA 2005 EXPO, which coincides with the ALFA National Conference on May 4-6, 2005, in Atlanta. Go online for information on how to reserve exhibit space as well as a regularly updated electronic floor plan of the exhibit hall. See who will be there! As usual, WALA will try and coordinate all Wisconsin attendees for a fun evening on the town, so let the WALA office know if you plan to attend.

www.alfa.org



DIALOGUE WITH BQA

The following information from the Bureau of Quality Assurance (BQA) is garnered from a wide variety of meetings, discussion and handouts from BQA, DHFS and other sources and has been compiled by WALA Executive Director Jim Murphy. Editorial comments are his.

COMPLAINTS DOWN IN 2003 — BQA reports that complaints filed in 2003 went down significantly from the 2002 count. Kevin Coughlin said that this is the first time the number of complaints has decreased in his time with BQA. In 2003, 792 complaints were filed compared to 916 in 2002. However, 52% of the complaints made in 2003 were substantiated — a number higher than either the AL industry or BQA would like. Additional information on this and related issues will be presented at each of the WALA Fall Symposium sessions. (See story on page 1.)

WALA HEARS REPORTS OF IMPROVEMENT IN SURVEY PROCESS — As many of you know, BQA initiated a new and improved survey process in 2004. For the most part we've been hearing positive things and have the general sense that things really are changing for the better! But we need to hear from you in order to continue our dialogue with BQA. If you have been surveyed this year, please contact Chris Herb at the WALA office, cherb@ewala.org. Remember: if you have comments, complaints or praise for your survey process or surveyor, contact your RFOS immediately. We've been told that this greatly increases favorable communication between you and the Bureau.

BQA MEMOS — BQA memos available through the WALA website or via the WALA office include:

- BQA Memo 04-020: This memo pertains to facilities for DD clients and describes the revised procedure under which health-care facilities may work to informally resolve differences they have with citations issued by BQA surveyors.
- BQA Memo 04-016: The purpose of this memorandum is to provide information on the Department's position regarding the physical plant requirements for new community-based residential facility (CBRF) licensure, as these requirements relate to the application of the Wisconsin Commercial Building Code (WCBC). CBRFs are licensed according to Wis. Admin. Code ch. HFS-83. Commercial structures are designed to the requirements in the WCBC. This is a significant memo for architects and those building new AL facilities and SHOULD BE CAREFULLY REVIEWED.

At the Assisted Living Forum on July 12, BQA distributed two draft memos for review. These draft memos are available on the WALA website or by contacting the WALA office.

- Pronouncement of Death Regulations Update due to 2003 Wisconsin Act 273 Hospice Nurse Pronouncement of Death.
- Physician Orders and Medications: This memo concerns what constitutes a written physician order. This is an important memo clarifying an issue of great complexity that has caused a lot of confusion amongst providers.

BQA memos are also posted on the BQA website at http://dhfs.wisconsin.gov/rl_DSL/Publications/BQAnodMems.htm

BQA QUARTERLY UPDATES — WALA strongly suggests that you check the BQA website for their quarterly update publication every three months or so. The information will help keep you ahead of the game and will answer many of your questions. Additionally, the update contains dozens of the most current resources for you and your facility. You can find all BQA Quarterly Update issues from April 2002 to the present at http://dhfs.wisconsin.gov/rl_DSL/Publications/BQAupdates.htm or contact WALA.

REMINDER: MEMO ON INSULIN MEDICATION ERRORS IN NURSING HOMES — BQA recently issued the following reminder: "It has come to our attention that many staff in Bureau-regulated entities are not aware of a memo on insulin errors, available on the Internet at http://dhfs.wisconsin.gov/rl_DSL/NHs/NH03014.htm" This memo, BQA-03-014, provides information on recommended procedures for administering insulin. Please take a few minutes to review it.

Medication errors involving insulin have been identified as one of the top ten medication errors in many facilities. Insulin is identified as a high-risk medication in many medication safety programs due to the errors that occur in administering it. Many of the errors involve the newer types of insulin and are related to the timing of insulin administration. Providers should always check with their consultant pharmacist, physician and manufacturer

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WALA'S 10TH ANNIVERSARY PARTY!

WALA is pleased to invite you to our 10th Anniversary gala, celebrating "Ten Years of Memories." The event will commemorate WALA's accomplishments during its decade at the forefront of assisted living in Wisconsin. But guess what! We're going to do this without letting Murphy get up to the microphone! (Just don't let him drink!) In fact, there will be NO SPEECHES AND NO AWARDS! This is JUST a party to celebrate the success of WALA and the commitment of its members. Music, dancing, food, fun...that's it! The celebration will be held at the Country Inn in Waukesha on Saturday, November 6. Mark your calendar now and watch for invitations in the mail. If you have not received your invitation by October 10, please contact the WALA office.



ALFA CONTRIBUTES TO HHS STUDY OF NEGOTIATED RISK AGREEMENTS

ALFA recently weighed in on the topic of negotiated risk agreements in assisted living at the request of the U.S. Department of Health and Human Services' Office of Planning and Evaluation, which is conducting research on the topic. Ongoing communication among providers, residents, and families is essential to ensuring that the needs and lifestyle preferences of tenants and residents are accommodated in ways that promote health and safety. ALFA government relations staff affirmed, based on input from the ALFA Legal Committee.

Providers, residents, and families entering into negotiated risk agreements need to ensure that all parties clearly understand the risks associated with activities being considered. ALFA staff asserted in an interview with the research team. Even in cases where no formal negotiated risk document is signed, providers are encouraged to promote discussion about maintaining a responsible balance between health, safety, risk, and independence.

Negotiated risk agreements, in which providers and residents agree to conditions under which activities involving health risks may be permissible, are used in some assisted living communities. The study is expected to be published by the end of this year.

ACTIVITIES AND YOUR RESIDENTS: WRAP CONFERENCE IN SEPTEMBER

WRAP, the Wisconsin Representatives of Activities Professionals, would like to invite you to attend their statewide conference September 15-17 in Eau Claire, WI.

During WALA's 2003 Fall Symposium, WRAP distributed a brief survey to find out activity programming needs in assisted living. The outcome? 95 people completed surveys across the state, which equals approximately 25% of attendees. The results: 56% (53 CBRFs) did not have dedicated activity staff; 44% have a full time or part time activity professional in the building. One of the top requests was training for direct care staff and activity personnel through state conferences or regional workshops. The conference in September is in response to your request!

The Wisconsin Representatives of Activity Professionals (WRAP) is a non-profit membership organization that serves Activity Professionals in the long-term care continuum. Their primary focus is to promote professional and personal growth in the expanding field of therapeutic leisure programming through education, networking and maintaining legislative awareness. WRAP holds membership with organizations like WALA, WAHSA, WADSA and WHCA. Their members work in long-term care facilities, RCAC, CBRF and Adult Day Care centers. You may have seen them at the WALA conference or at the Assisted Living Forums.

WRAP feels that the assisted living field is so important that one board member is entirely focused on **YOUR** needs. To learn more about WRAP and receive a membership application for your staff, contact Doris Clausen, membership chair, at 715/536-5575.

Information on our annual conference can be obtained by visiting the WRAP website at www.wrap-wi.org or contacting the conference chairperson Julene Bowe at 715/723-5566.

SEMINAR ON DIFFICULT BEHAVIORS

The DD Network is sponsoring a two-day seminar in Madison on Positive Approaches to Supporting People with Difficult Behaviors. Scheduled for September 8 and 9 in Madison, this seminar highlights David Pitonyak with an emphasis on effective practices and strategies for providing day to day support for residents who exhibit difficult behaviors. He is nationally recognized as an expert on supporting people who express themselves with challenging behavior. WALA just learned of this opportunity and is happy to pass along the information.

David Pitonyak, PhD, is a national expert and influential teacher. He is particularly gifted in providing inspiring and common sense methods for understanding and effectively responding to people who exhibit difficult or challenging behaviors. He will be joined by John O'Brien and Connie Lyle O'Brien, international consultants on supporting people with disabilities who striving to help them live good and full lives within the community. There will also be other presenters.

Sinikka Santala, Administrator of the DHFS Division of Disability and Elder Services, will open the training with her expertise in mental health and disability systems. Her acute recognition of the challenges in providing complex care in an environment of scarce resources is more than thought provoking. Her help can provide you with better ways to address the needs and effectively care for people with difficult behavior.

In this time of an ever-shrinking human service budget many of us are facing what seems to be ever-escalating pressure to provide complex care for people with difficult behavior. We are asked to do this for people moving out of state centers and ICFs/MR- people who come to us with reputations for being difficult and expensive to serve. And, of course, as we meet these challenges it is expected that we sustain our support for the people already served in the community — support that is constantly improving. This seminar on Difficult Behaviors, with David Pitonyak, Sinikka Santala, and others will be very helpful in addressing these issues and preparing you for supporting people with difficult behaviors in the future.

The cost is \$65 for both days. For more information and to register contact Fil Clissa at 608/698-0333 or WALA will forward you the registration brochure.



NATIONAL ASSISTED LIVING WEEK

SEPTEMBER 12-18, 2004

National Assisted Living Week is being recognized for the first time this year by all three of the industry's leading associations — the Assisted Living Federation of America (ALFA), the National Center for Assisted Living (NCAL) and the American Association of Homes and Services for the Aging (AAHSA).

To help assisted living providers plan their upcoming celebrations for National Assisted Living Week (NALW), the 2004 Planning Guide and Catalog is now online at www.nalw.org. NALW begins on Grandparent's Day, September 12, and runs through September 18. The full-color, 12-page NALW Planning Guide and Catalog features numerous event ideas to celebrate the 2004 theme, "Caring for Our Heritage." Included are event ideas centered on genealogy, games, food and fashion. The guide offers a product catalog with t-shirts, posters, pins and more. A sample media release and public proclamation are also included.

In addition, George Mason University Program in Assisted Living Administration is sponsoring the first national essay contest for assisted living professionals. Sunrise Senior Living, the nation's largest senior housing provider, has agreed to sponsor cash awards of \$1,500, \$1,250 and \$1,000 for the "Top 3" submitted essays, as well as plaques for up to 25 of the top entries. Contest entries can be submitted up to September 30.

All winning essays will be published in an illustrated book: "*Moments, Memories and Mission: Stories from the Field of Assisted Living*". Any assisted living employee or volunteer with a true story to tell is encouraged to enter this first-ever national contest. The book will be made available for distribution to all senior housing providers, residents and families, as well as through industry associations and related professional organizations.

For additional information on the National Essay Contest, including entry rules and regulations, click on the Contest link on the George Mason University Program in Assisted Living Administration website at: www.assistedliving.gmu.edu



Dialogue continued from page 5

guidelines prior to administering insulin to assure it is being given properly."

CONSTRUCTION PLAN SUBMITTAL NOTICE

— (BQA) is honoring the Department of Commerce's current practice of accepting just one full set of building plans if the set is accompanied with at least three additional acceptable cover sheets. Upon BQA plan approval, only the unneeded cover sheets would be returned to the designer. This will significantly reduce postage and handling for all parties.

To review further details of this practice, see the Commerce "Submittal Kit" Question and Answer page at www.commerce.state.wi.us/SB/SB-FormSubmittalKitContents.html

A proposed rule change to the Wisconsin Commercial Building Code (WCBC) section Comm 61.31(2)(b)2.b. codifies this practice. Further details of the Commerce proposed rule changes are available at www.commerce.state.wi.us/SB/SB-CodeDevelopment.html#6165

ELDER ABUSE — AWARENESS IS

EVERYTHING! — In the April 2004 issue of the BQA Quarterly Information Update, assisted living providers were introduced to the Department of Health and Family Services Elder Abuse Resource Information found at www.dhfs.state.wi.us/caregiver/ElderAbuse.htm

This article focuses on the need for increased awareness of the growing problem of elder abuse. A total of 3,721 cases of suspected abuse and neglect were reported to the Wisconsin Elder Abuse Reporting System in 2002, an increase of 15.45 percent over 2001. Of these, 12 were fatal and 293 were considered life threatening. One out of every 13 incidents involved either a fatal or life-threatening situation (Wisconsin DHFS Report on Elder Abuse, 2003). The number of people over age 65 is continuing to increase. With this increase in the older population, it can be expected that cases of abuse against older individuals will also continue to rise. Because of the potential for this increase, awareness of the problem of elder abuse is essential.

Dialogue continued on page 14



END OF LIFE CARE CONFERENCE IN NOVEMBER — SAVE THE DATE!

Jefferson County Area Faith-in-Action Coalition presents *Partnering for Excellence in End of Life Care: A Circle of Life – Hope Alongside Death*. This event will be held at the Olympia Conference and Resort in Oconomowoc on November 11. Fort Health Care, Watertown Area Health Services and Rainbow Hospice Care, Inc. as Tomorrow's Hope Recipients are the financial providers for the event.

Speakers include Maggie Callanan, a nationally known author, and regional health care experts including Dr. James Cope, United Government Services and Dr. James Cleary, UW Hospital & Clinics. Other speakers are experts in end-of-life care from other settings including hospitals, long-term care facilities and hospices.

This program is intended for: Physicians, Nurses, Certified Nursing Assistants, Home Health Aids, Social Workers, Professional Counselors, Assisted Living Facility and Nursing Home Administrators and staff.

To request a brochure or more information, please contact Rainbow Hospice Care Inc. at 920/674-6255, rainbow@rainbowhospice-care.org

END OF LIFE CARE CONFERENCE November 11 Oconomowoc



LEGISLATIVE REPORT Update on various legislative matters

TABOR RISES AGAIN, DIES AGAIN —

In a surprise move, Senate Leader Mary Panzer (R-West Bend) called the Senate into session in July to consider the Taxpayers Bill of Rights (TABOR) once again. However, Senator Panzer announced on July 28 that the Senate did not have the necessary 17 votes to pass TABOR and therefore she cancelled the extraordinary legislative session. Since the deadline for passing legislation was also that day, canceling the vote killed TABOR for this session. However, WALA lobbyist, Forbes McIntosh of Broydrick & Associates, cautions that TABOR will probably rise from the ashes once again this spring.

There is statewide opposition to the constitutional amendment — 91 Wisconsin newspapers editorialized against it and neither the Assembly nor the Senate had sufficient votes to support the TABOR amendment. The Provider Coalition Summit, which includes WALA, opposes TABOR because of strong evidence that the bill would severely impact the long-term care industry in Wisconsin. Opponents of TABOR often point to the devastating effect a similar bill had on Colorado's economy and health-care system.

PROVIDER COALITION SUMMIT MEETS WITH SECRETARY HELENE NELSON —

On June 25, delegates from the Provider Coalition Summit met with Secretary Helene Nelson to discuss the Wisconsin state budget for 2005-2007. The message the Summit brought was: long-term care needs more funding to care for the residents and tenants of assisted living and to make it a viable option for anyone. (See article on page 9)

WALA PREPARES FOR GRASSROOTS OUTREACH —

In July, WALA completed entering in the names of state legislators, including Senate and Assembly districts, for each of our members in our database. In future fax and email blasts, we'll be able to automatically give you contact information along with talking points to contact your legislators on policies that affect the assisted living industry. WALA lobbies the state legislature on your behalf but they need to hear **your** stories, too! Stay tuned.



PROVIDER COALITION SUMMIT MEETS DHFS SECRETARY HELENE NELSON

by: LuAnne Schroeder, President
Creative Community Living Services, Inc.

On Friday, June 25, WALA joined other members of the Provider Coalition Summit for a meeting with DHFS Secretary Helene Nelson and her staff. The Provider Coalition Summit is a collective group of Wisconsin service organizations representing providers of residential, day service, vocational and other services for individuals with physical and developmental disabilities, mental illness, elderly and dementia care and corrections. The Summit has a combined membership of over 700 members.


Summit members discussed a variety of important topics with Secretary Nelson including:

- The important role of direct care workers in the provision of services and the need to increase wages;
- The necessity of increasing the waiver and other funding programs, especially CIP IB;
- The benefits of these types of services to the state;
- The cost of doing business including the high cost of insurance and lack of providers;
- Variability in the interpretation of the allowable cost manual;
- Plans for downsizing of Northern and Southern Centers;
- And other current initiatives.

Secretary Nelson and her staff are very interested in ongoing discussion on these important issues as they review the available options.

*"The Activity Director's
Favorite Catalog"*

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RECALL OF ALENTI LIFT HYGIENE CHAIRS

In July the FDA announced a recall of Alenti Lift Hygiene Chair made by Arjo, Inc. due to reports of the lifts tipping. There were several reported cases of injury to patients, with one incident resulting in death. The recall involves 885 patient lifts in two models, CDB8003-01 (without scale) and CDB8053-01 (with scale).

Arjo, Inc. states that the tipping incidents occurred due to user error and improper maintenance. The company notes that failure to maintain casters and lack of proper safety belt use contributed to patient injuries.

The FDA recommends that particular attention be paid to the revised safety advice notice and updated operating and product care instructions provided by Arjo. The safety belt that is provided should be used to properly secure patients in the lift and increase its stability.

For additional information on this product recall, contact the Arjo Quality Assurance Manager at 800/323-1245, ext. 6140 or 6103.

DEMOGRAPHICS OF THE AL WORLD

In July, WALA gathered demographical information from BQA to determine what populations were being served by CBRFs and AFHs. As a result of this informal study and concerns raised by providers, WALA's 2005 Spring Conference will have additional breakout sessions catered to individual license types on Thursday, March 24. In the coming year, you can expect to see WALA catering member services to a broader spectrum of the assisted living industry. If you would like to see WALA offer specific programs for specific population groups — especially at the 2005 Spring Conference — please contact Chris Herb, Member Services Director, at the WALA office.

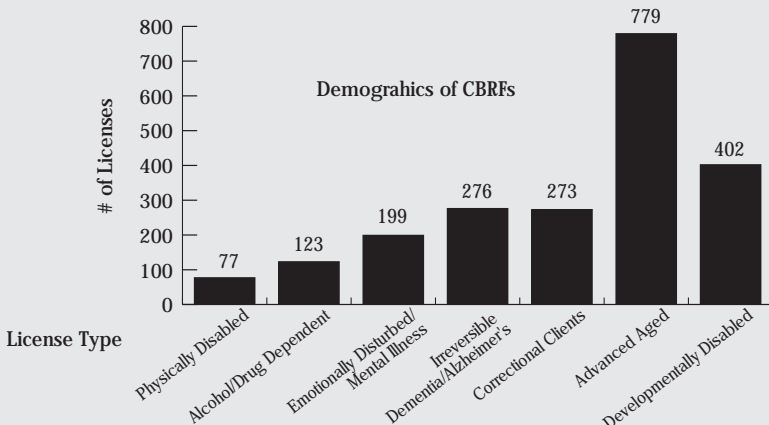
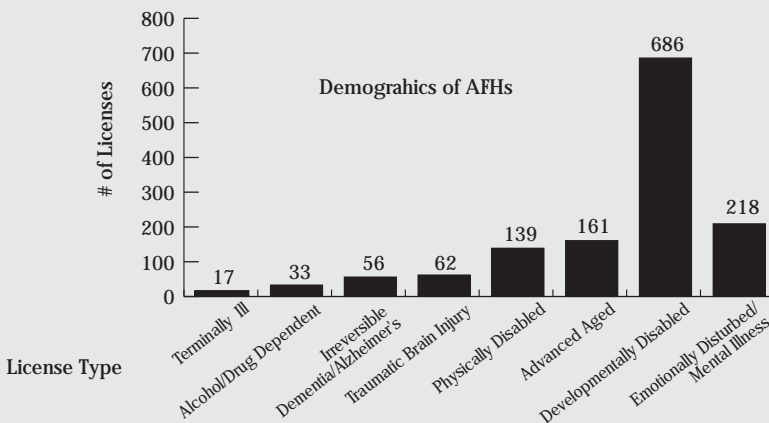
Though much of the information gathered was somewhat anticipated, there were several surprises. According to BQA's most recent lists posted on the web, the Advanced Aged (AA) and Irreversible Dementia/Alzheimer's (ID/A — most refer to this type as ALZ) population in CBRFs is only slightly less than all the other license types combined. In AFHs, the number of DD residents is fully half of all populations served. (See graphs below.)

One unanticipated finding was the relatively high number of CBRFs licensed for Correctional Clients (CC). According to BQA, there are as many licenses for CC as ALZ. WALA has been told that these facilities often feel quite isolated and neglected by the state and various associations despite their numbers. If you operate a CC licensed facility, please contact Chris Herb at the WALA office and let us know how we can better serve you.

Similarly, though the total number of licenses issued is quite small, there is obviously a huge concern about services and funding available for persons with mental illnesses. For example, at a recent meeting of the Milwaukee Aging Consortium focusing on resources for persons with mental illnesses, there was a much larger attendance than usual. Amy Ambrose, executive director of the Consortium says that the crowd of 150 attendees clearly indicated a wide spread concern about available resources for this demographic.

BQA Data, July 2004

Note: Facilities can have multiple license types.



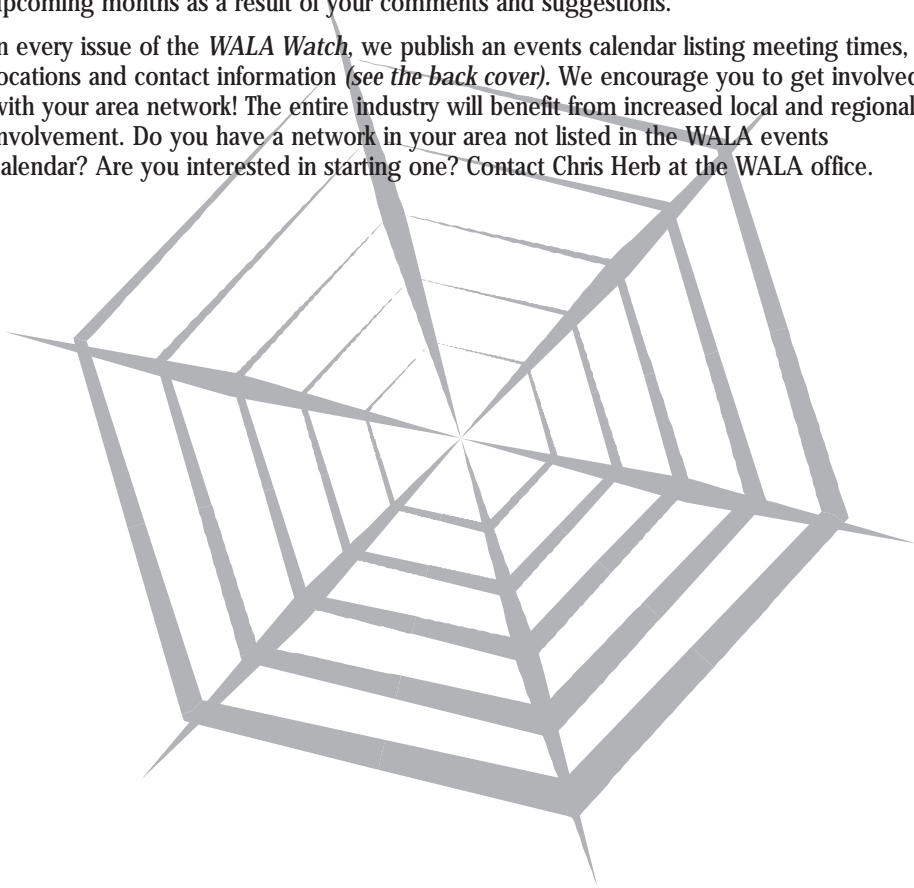
ASSISTED LIVING NETWORKS BENEFIT THE AL INDUSTRY AND YOU!

Did you know that there are dozens of assisted living networks throughout the state? Usually, these groups hold informal monthly meetings of assisted living providers in a given county. Such grassroots networks are critically important marketing venues and at most meetings announcements of vacancies are shared and referrals made. Participants are very active in educating the public about assisted living and are deeply committed to providing the best care possible. The existence of such groups enhances the image of the industry in the eyes of the State. Often regional networks give vocal support for WALA lobbying efforts on various policy issues.

One example of such a network is the North Central Assisted Living Association coordinated by Rose Boron. NCWALA is an alliance of providers who meet every other month in Wausau to share ideas on retention of staff, how to prepare for (and sometimes how to recover from) State surveys, and to keep area providers up to date on important regulatory and legislative issues facing our industry. Other groups, like the Walworth County CBRF Network, coordinate trainings and share other ideas and resources to lower costs. The La Crosse Area Assisted Living Association organizes an annual caregiver celebration and, like many area networks, frequently brings in guest speakers to provide expertise on various subjects. A few groups, like the St. Michael's Chronic Care Services and Community CBRFs Network, combine forces with the spectrum of long-term care providers including hospitals and nursing homes.

As Member Services Director, Chris Herb travels throughout the state to as many network meetings as possible and is helping to establish new ones. WALA learns so much by meeting providers all over the state and hearing your needs and concerns. Thank you! You are going to see several changes in the WALA website and member services in upcoming months as a result of your comments and suggestions.

In every issue of the *WALA Watch*, we publish an events calendar listing meeting times, locations and contact information (*see the back cover*). We encourage you to get involved with your area network! The entire industry will benefit from increased local and regional involvement. Do you have a network in your area not listed in the WALA events calendar? Are you interested in starting one? Contact Chris Herb at the WALA office.



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FREE LEGAL & FINANCIAL PLANNING SEMINAR



The Alzheimer's Association is offering a two-part workshop for families of loved ones with memory loss, Alzheimer's disease or other dementia, providing a general overview of legal and financial considerations. Attorneys Lucy Terry, Eustice, Laffey & Sebranek and Reed Peterson, Law Office of Reed J. Peterson, will lead the sessions to be held Tuesday, August 31 and Thursday, September 2 from 5:30 – 7:30 p.m. at St. Mary's Hospital, 707 Mills Street, Bay 4 & 5, in Madison. There is no charge for these sessions.

The attorneys will address basic estate planning including wills/trusts, Advance Directives, Durable Power of Attorney, living wills, guardianship and options for paying for long term care. There will also be an explanation of Personal Action Plans as well as a discussion of how to apply this information to personal situations. Handouts will be provided and light refreshments served. Please call the Alzheimer's Association at 608/232-3400 or 800/428-9280 for more information or to register.

CUSTOMER SERVICE IN ASSISTED LIVING NOT YOUR ORDINARY TRAINING PROGRAM...

OK — admit it — caregivers are wonderful people who excel at care giving but...they're not necessarily the best salespeople. However, in this industry it is often critically important that caregivers be both.

If you are looking for a new, creative way to energize your team to provide exceptional customer service it's as easy as 1-2-3! with Assisted Living University's new three-part customer service training program. The program includes:

- An extensive overview of the core elements of effective customer service, highlighting successful providers nationwide.
- Comprehensive tools for evaluating and measuring customer satisfaction.
- 16 training in-services that are fun, interactive, and ready to use!

If you're concerned with what impression your facility makes and how those impressions affect customer satisfaction, then now is the time to have a renewed focus on customer service. Begin training your team using these short, fun and interactive training modules, including such key topics as:

- Telephone Skills
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- Handling Customer Complaints
- Creating the Customer Experience: Dining
- Creating the Customer Experience: Housekeeping
- ...and much more! There is a training module specific to each department!

Call to order your copy and immediately begin measuring the results of your customer service program! Call 800/258-7030 to order or to get more information, or order online: www.AssistedLivingU.org

1-2-3



AMC continued from page 1

in a peer supportive setting on improving the skills and talents that you have not had the time or resources to develop.

Part 1 in November 2004 is a large commitment. It includes two intense days, an evening's homework and a required overnight. Part 2 in April 2005 is three days of continued high level instruction and commitment.

Why should you invest all this time, effort and tuition?

- Spend five days with four national-level assisted living instructors.
- Learn from a cohort of experienced assisted living peers.
- Take part in an innovative and comprehensive assisted living curriculum developed by professionals from around the country.
- Explore new strategies for old problems.
- Find new ways to sharpen your competitive edge.
- Bring your high-level issues to the table for discussion with your peers — the top minds in assisted living.
- Learn from the group's discussion and experience, and brainstorm solutions to your toughest challenges.
- Earn NAB credits.
- Lead the industry by becoming the first to earn national certification at this level.
- BQA knows that well trained administrators run better facilities. Such facilities have fewer care problems, fewer human relations issues with their staff and are less apt to receive egregious multiple citations from BQA.
- Help WALA show the Wisconsin Bureau of Quality Assurance that voluntary provider-led accreditation is more effective than a nursing home model that would require assisted living administrator certification. Help us ward off required certification for assisted living administrators in Wisconsin.

Advanced Management Certification is Available From WALA/ALU

The curriculum for each of the two sessions stands on its own and will be useful for any

experienced director. Once you have completed both parts of this five-day program, you have the opportunity to earn ALU's Advanced Management Certification. A competency test will be administered to attendees who have successfully participated in the entire five-day course. Those that who pass will receive national certification — the first anywhere in the USA at this level.

Prerequisites

This curriculum is not for the entry-level administrator and it is important that each attendee bring a wide range of experience, talent and skills to the discussion table. In order to maintain the high level of instruction, attendees must meet certain qualifications. Therefore, registrants should:

- Have successfully completed the initial WALA/ALU Administrators and Management Intensive held each January in Wisconsin or have completed the ALU self study course; **OR**
- Have at least three (3) years experience as an assisted living owner, administrator, director or manager; **OR**
- Be a licensed nursing home administrator seeking to expand your skills and marketability; **OR**
- Contact the WALA office before you register if you cannot meet these requirements but have other qualifications that should be considered.

Additional Requirements

In addition, due to the intense agenda of this curriculum, you will be required to stay overnight in Waukesha on Thursday, November 4. An integral part of this program is a mandatory small group assignment that must be completed after dinner and before the beginning of the next day's class.

How to Register

Brochures for the Advanced Administrator Certification will be mailed in early September, or visit www.ewala.org for more information on the course and instructors, the full agenda, registration forms and online registration. Early bird registration deadline is October 15, 2004. **Attendance at each Part is limited to 40.** This session will fill quickly so don't wait! Register today for this landmark event!

SPONSORSHIP OPPORTUNITY FOR WALA'S FALL SYMPOSIUM

WALA is taking its 5th Annual Fall Symposium on the road again this year. This gives you the chance to take advantage of local marketing. Here is your opportunity to market your business to a select group of providers in your area who are concerned with improving the quality of care in their facilities.

Due to the large number of requests we received from businesses last year about sponsoring the session in their location, WALA has made several cost effective sponsorship opportunities available in each city that the **"Take Control of Your Operations!"** symposium visits.

Sponsorships include signage at the food table that says, "Break courtesy of ***", and recognition of your sponsorship in the agenda given to all attendees. Sponsors are also encouraged to put brochures or flyers for all attendees on the food tables during their sponsored break.

Each location has the following opportunities:

- One-hour breakfast and registration is \$75
- ¼ hour morning break is \$100
- 45-minute lunch sponsor is \$150
- ¼ hour afternoon break is \$100

Sponsorship opportunities may still be available, but they are going quickly! Call the WALA office for more information or to check availability in your area.

Fall Symposium continued from page 1

firm Murphy Desmond S.C., will share their experiences of navigating the assisted living system and the information they have gathered from BQA, insurance companies and risk management professionals. So come prepared with your concerns.

Symposiums will be held in all five BQA regions: Madison on September 28, Eau Claire on September 29, Wausau on September 30, Green Bay on October 5 and Milwaukee on October 6. A complete brochure, agenda, registration, locations, dates and time are on the WALA website at www.ewala.org or contact the WALA office at 608/288-0246. Fees include snacks at breaks, lunch, networking roster and handouts. Early bird rate is available until September 15, so register today!



Dialogue continued from page 5

WISCONSIN MENTAL HEALTH TELECONFERENCE SCHEDULE

— The events listed on the Department of Health & Family Services' Mental Health Teleconference Schedule qualify as continuing education for community based residential facility and adult family home providers. These events are held every other Thursday from 11:00 to 12:00 p.m. There is no fee to participate; the only charge would be the expense of the phone call to the number supplied. The events include "Advance Directives for Mental Health" on October 7, 2004, and "Antidepressants" on October 21, 2004. Handouts are available online for many presentations. Tapes of presentations can also be purchased for up to a year after the date of the teleconference. The address to access the schedule and contact information is http://dhfs.wisconsin.gov/MH_BCMH/TeleconferenceSch.htm

VISION STATEMENT OF WALA

WALA is uniquely qualified to be the premier association in assisted living to establish standards of quality care; to provide valuable member services to diverse assisted living providers.

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"We literally had our carpets damaged by having our carpets drenched with detergent. I'm a total believer in the process they use and any time a salesman for another company comes in...I just let them know, "I have my carpets Dry-Cleaned by Advanced DRY Carpet!" Suzanne, General Manager of Dr. Barnes Eyemart Express East & West

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CLASSIFIEDS

CBRF MANAGER WANTED

Harmony Living Centers LLC is a rapidly growing senior services company that provides high quality services to Wisconsin's senior residents in over 20 communities across the State. We invite individuals who share our focus on quality service and customer satisfaction to join our team as Manager at our Madison residence. Previous management experience in a health care or hospitality setting would be a definite plus, as would be a clinical background. Regardless of work experience background, the most important qualification we seek is an absolute commitment to helping us make Harmony residences the finest assisted living facilities in the country. In return, we provide competitive compensation, quality health benefits, and a work atmosphere that fosters opportunities for advancement.

Please send your resumes and salary history to: Kathleen Hogan, Director of Human Resources, Harmony Living Centers, LLC, N94 W17900 Appleton Avenue, Suite 101, Menomonee Falls, WI 53051
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E-mail: KAHHarmony@aol.com EOE

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Huntington Place, LLC, a senior campus in Janesville, is seeking a caring and experienced leader to fill our Assistant Administrator vacancy. This is a full time salaried position, with the primary responsibility of monitoring our three 8 bed CBRF homes for people with Alzheimer's. Includes supervision of direct care staff and related duties. Fax letter of application and resume to Pam Bidne, Administrator 608/868-5038.

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WALA Membership Valid To:

WALA CALENDAR OF EVENTS

| | | | |
|--|---|--|---|
| <p>CALENDAR LISTINGS</p> | <p>3RD THURSDAY OF EACH MONTH</p> | <p>SEPTEMBER 18</p> | <p>NOVEMBER 4-5</p> |
| <p>Expanded to include all regional meetings. Did we miss yours? Contact Chris Herb at WALA, cherb@ewala.org or call the WALA office.</p> | <p>Continuity of Care (Dane County) Contact Donna Malaise 608/230-4504</p> | <p>Dane County Memory Walk 2004 Registration: 8:00 a.m., Walk: 9:15 a.m. Warner Park, Madison Contact Alzheimer's Association, South Central Wisconsin Chapter Dawn Wallace 608/428-9280 or 608/232-3400</p> | <p>Advanced Management Certification, Part I Country Inn, Waukesha See the WALA website www.ewala.org Or see article on pg. 1 for more details.</p> |
| <p>1ST TUESDAY OF EACH MONTH</p> | <p>4TH TUESDAY OF EVERY OTHER MONTH Saint Michael's Chronic Care Services and Community CBRFs Meeting (Steven's Point/Portage County area) Contact Mary Olszewski 715/346-5363; Olszewski@smhosp.org</p> | <p>SEPTEMBER 20 8th Annual WALA Autumn Classic Lac La Belle Country Club, Oconomowoc See article on pg. 3 for more details.</p> | <p>NOVEMBER 6</p> |
| <p>Partners in Healthy Aging (Baraboo/Sauk County) Contact Cori Marsh at Cori_Marsh@ssmhc.com</p> | <p>4TH WEDNESDAY OF EACH MONTH Sun Prairie Area Networking Meeting Contact Mariah Ruhland 608/332-1245; mkrhland@charter.net</p> | <p>SEPTEMBER 21 3rd Annual Care Assistant Conference Clarion Hotel, Milwaukee Call 414/479-8800</p> | <p>WALA GALA: 10th Anniversary Bash Country Inn, Waukesha Watch for invitations in the mail</p> |
| <p>1ST TUESDAY OF EACH MONTH Stoughton Senior Service Provider Group Contact Gwen Zimmerman 608/575-3045</p> | <p>4TH WEDNESDAY OF EACH MONTH Waukesha Senior Consortium Contact Susan Winkelman 414/303-9126; swinkelman@extendicare.com</p> | <p>SEPTEMBER 24 Catholic Charities' 16th Annual Lifelong Adult Wellness Conference Cousins Center, Milwaukee Contact Sue Paddock at 414/769-3544</p> | <p>NOVEMBER 11 Milwaukee Aging Cons. Networking Fair Washington Park Senior Center Contact Amy Ambrose 414/229-2734; aambrose@uwm.edu</p> |
| <p>2ND THURSDAY OF EACH MONTH Walworth County CBRF Networking Meeting Contact Jean Duesterbeck 262/275-6103</p> | <p>2004 SEPTEMBER 9 Milwaukee Aging Cons. Networking Fair Washington Park Senior Center Contact Amy Ambrose 414/229-2734; aambrose@uwm.edu</p> | <p>SEPTEMBER 28-30, OCT. 5-6 5th Annual Fall Symposium Locations in all 5 BQA regions See article on pg. 1 for more details.</p> | <p>NOVEMBER 11 Partnering for Excellence In End of Life Care Olympia Resort and Conference Center Contact Rainbow Hospice Care Inc. 920/674-6255; rainbow@rainbowhospice-care.org</p> |
| <p>2ND WEDNESDAY OF EACH MONTH Dane County Committee On Aging Contact Mary Nickelson 608/251-1010</p> | <p>SEPTEMBER 12-18 Assisted Living Week: Celebrate with your residents!</p> | <p>OCTOBER 8 Milwaukee Aging Cons. Networking Fair Mount Mary College Contact Amy Ambrose 414/229-2734; aambrose@uwm.edu</p> | <p>2005 MARCH 22-24 10th Annual Spring Conference Ho-Chunk Casino, Wisconsin Dells</p> |
| <p>3RD TUESDAY OF EACH MONTH Community Care Alliance (Ft. Atkinson/Jefferson County) Contact Terri Brouchoud 608/279-0352; tbrouchoud@extendicare.com</p> | <p>SEPTEMBER 15-17 Wisconsin Representatives of Activities Professionals (WRAP) Conference Plaza Hotel & Suites, Eau Claire Contact Julene Bowe 715/723-5566 See article on pg. 6 for more details.</p> | <p>OCTOBER 21 Ozaukee County Aging Consortium Lincoln Village, Port Washington Contact Sharon Gilman 262/284-8120 or 262/238-8120</p> | <p>APRIL 26-28 Adv. Management Certification, Part II Country Inn, Waukesha See the WALA website www.ewala.org Or call the office for details</p> |
| <p>3RD TUESDAY OF EACH MONTH LaCrosse Area Assisted Living Association Meeting (LAALA) Contact Marlene Grabon 608/787-1810</p> | | | <p>NOVEMBER Adv. Management Certification, Part I Dates and location TBA</p> |
| <p>3RD TUESDAY OF EVERY OTHER MONTH Washington County Aging Concerns Network Contact Jennifer Rayl 414/259-9820</p> | | | <p>2006 APRIL Adv. Management Certification, Part II Dates and location TBA</p> |