Len Russ Elected Vice Chair of the American Health Care Association

After a spirited campaign, New York’s own Leonard Russ was elected to the position of the American Health Care Association (AHCA) Vice Chair for a two year term. Mr. Russ was honored with this profound vote of confidence at AHCA’s Annual Meeting, Wednesday, September 21.

Richard Herrick, President and CEO of NYSHFA, commented, “We are pleased and proud that our colleagues across the country have recognized and affirmed our long held belief that Len Russ is a truly fine gentlemen and a talented leader, whose facility represents the highest quality standards in our profession.” Mr. Herrick went on to add, “Please join me in congratulating Len and thank him for taking on this major commitment to actively lead and advocate for our members, and most importantly, the patients we serve.”

AHCA’s Board of Governors is comprised of leading long term care providers who are elected by the membership at the association’s national convention. Neil Pruitt, Jr. from Georgia was elected Chair of AHCA, and Lane Bowen of Kentucky was elected Secretary/Treasurer. The four at-large board members elected are: Tom Coble from Oklahoma, Frank Romano from Massachusetts, Ted LeNeave from Virginia, and Orlando Bisbano from Rhode Island. Gary Kelso from Utah will serve as the Not-for-Profit Representative. In addition to those elected this year, the following members will continue to serve on the board:

- Immediate Past Chair Robert Van Dyk from New Jersey;
- At-Large Representative Phil Fogg, Jr. from Oregon;
- At-Large Representative William Council from Tennessee;
- At-Large Representative Robin Hillier from Ohio; and
- At-Large Representative Rich Kase from Florida.

AHCA is also pleased to welcome three ex-officio board representatives, including:

- National Center for Assisted Living (NCAL) Chair Mike Shepard from Arkansas;
- Affiliated State Health Care Association Executives (ASHCAE) Representative Steve Ackerson from Iowa; and
- Associate Business Member (ABM) Representative Shawn Scott of Medline Industries, Inc.

“I want to congratulate all of the members of AHCA’s Board of Governors. AHCA is honored to have such a distinguished set of leaders,” said Mark Parkinson, President and CEO of AHCA. “These individuals will undoubtedly guide this profession with strength and success and continue our constant efforts to improve access to quality care for millions of elderly and disabled Americans nationwide.”
As if the continuing challenges of the non-performing economy, the budget deficient at both the federal and state level, as well as proposing a fair and equitable pricing system for Medicaid were not enough, along comes Irene and Lee. The substantial activity for NYSHFA which occurred with Hurricane Irene and Tropical Storm Lee were relatively minor compared to some of our members. New York City facilities evacuated 5,400 patients during Irene, and within 4 – 5 days returned the evacuees to their facilities. These facilities had to deal with the unprecedented operational challenges as well as the additional costs and paperwork involved. For those affected by Tropical Storm Lee, they are continuing to deal with their facilities being evacuated and uncertainty as to when they might reoccupy those facilities.

First and foremost, regardless of what storm or what stage you are in, NYSHFA extends a very large congratulations and thank you for a job well done. Under incredibly difficult circumstances (some of which are continuing) you all performed above and beyond the call and demonstrated what we have known all along – that the patient comes first.

NYSHFA, at the direction of the Executive Committee and the Board at its recent meeting in Cooperstown, is forming a Task Force for those who were directly involved, as well as other representation from our districts, so that the lessons learned will not be forgotten. We will use that task force to develop better “best practices” and will communicate to the Department of Health and other officials what we have all learned so that we will be better prepared in the future.

Most recently, while attending the American Health Care Association’s annual convention, a Disaster Preparedness Committee meeting was held which I attended together with Lowell Feldman, who is our representative to that Committee, and Michael Schriever, who did a great job explaining to the Committee the complexities and challenges of evacuating two 320-bed facilities in a matter of 24 hours. Suffice it to say, the Committee was extremely impressed with what was accomplished during these events and is keenly interested in learning from our Task Force what we have learned and what can be utilized to enhance best practices.

The AHCA annual convention also provided us with the opportunity to recognize our Quality Award winners in the facility-based category and our Volunteer of the Year Award winner. We were extremely pleased that NYSHFA itself received a Quality Award in the Association category, as well.

Additionally gratifying was the election of Len Russ to the Vice Chair position of the Board of Governors of the American Health Care Association which was the result of a very competitive election process. Len’s election is an acknowledgement of the considerable contribution and commitments he has made to assure that NYSHFA and all of its members have representation at the highest level of our national association.

The statewide issues continue to consume a considerable amount of our time and effort but by no means are the only items on our agenda. NYSHFA is providing substantial support to the American Health Care Association as we make sure our issues are heard at the federal level as the congressional committee (known as the Super Committee) contemplates additional cuts at the federal level as a result of the Debt Limit increase. The last quarter of 2011 will require substantial effort and we will no doubt be asking for your support in making sure our message is adequately delivered: that further cuts WILL affect the ability to deliver quality services to the patients and residents that deserve nothing less.

Thank you for your continuing support during these challenging times.
November 3
Media Crisis Response and Provider Reputation
First Niagara Corporate Office — Albany, NY
This is a full-day conference that will provide current information to providers on responding to the media in the event of a crisis. This program has been approved for six CEUs. The registration deadline is Friday, October 28. Space is limited so register today! To register, visit www.nyshfa.org.

November 4
DOH Complaint Reporting, Discharge Notices and Changes in Bed Hold Regulations
Audio Conference
10:00 AM – 12:00 PM
This audio conference will provide a comprehensive review of the regulatory requirements related to the transfer/discharge of SNF residents and discuss the issues and FAQ’s handled by the Complaint Intake Hotline/Case Resolution Bureau. It will also provide an overview of the appeals process and an update on the changes to the bed hold/bed reservation policy that went into effect last year. To register contact NYSHFA/NYSCAL’s Education Department.

November 15 – 16
NYSCAL Assisted Living Education Conference
Hilton Garden Inn & Conference Center — Troy, NY
We are pleased to announce that the second annual NYSCAL Assisted Living Education Conference will be held this year in conjunction with the NYSHFA/FQC Fall Education Conference at the Hilton Garden Inn & Conference Center Troy, NY. Eleven CEUs have been applied for from the NAB. This conference is recommended for Owners, Owner/Operators, Administrators, Nursing Administrators, Human Resource Directors, Financial Directors and other facility members. To register contact NYSHFA/NYSCAL’s Education Department.

November 15 – 16
NYSHFA/Foundation for Quality Care
Fall Education Conference
Hilton Garden Inn & Conference Center — Troy, NY
This conference will provide the information that you need today – information that will change your future. Keynote speakers this year are Mark Parkinson, AHCA President and CEO and Dr. Nirav Shah, M.D., M.P.H., NYSDOH Commissioner. This conference is recommended for Owners, Owner/Operators, Administrators, Nursing Administrators, Human Resource Directors, Financial Directors and other members of the interdisciplinary team. Eleven hours of CEUs have been applied for from the National Association of Boards of Examiners of Long Term Care Administrators and eleven CEUs have been approved for CPAs. To register contact NYSHFA/NYSCAL’s Education Department.

Support the Foundation as we celebrate our 10th Anniversary!

Foundation for Quality Care
10th Anniversary Raffle
GRAND PRIZE: $10,000
Second Prize: Apple iPad 2 • Third Prize: Amazon Kindle
Tickets cost $100 each, and no more than 500 tickets will be sold! 110 tickets must be sold to guarantee the prizes. Proceeds from this raffle will support the Foundation for Quality Care. Buy your tickets now on November 15, 2011. For more information go to www.thefqc.org or contact Joanne O’Connor at (518) 462-4800 ext. 23.
SPECIAL THANKS TO LANE PRESS OF ALBANY FOR DONATING THE PRINTING OF THE RAFFLE TICKETS!
Kingsway Opens Resident Art Gallery

Kingsway Arms Nursing Center recently held a grand opening reception for their new Resident Art Gallery. The exhibit is comprised of artwork created by residents of Kingsway Arms Nursing Home during their weekly art therapy group. Residents, families and local congress persons attended the event. Florence Teichner, whose piece was selected for the Foundation for Quality Care’s 2012 Art from the Heart calendar, received two citations, one from Assemblyman George Amedore and one from Congressman Paul Tonko for her artwork being published. Pictured left to right are: Heather Hutchison, licensed creative arts therapist, artist Virginia Samler, Mark Olsen, Administrator of Kingsway Arms Nursing Center, Congressman Paul Tonko, artist Florence Teichner, and Rick Patterson, Executive Director of the Foundation for Quality Care.

NYSHFA Members Receive National Honors for Outstanding Nursing Home Customer, Workforce Satisfaction

NYSHFA members Belair Care Center and ElderWood Health Care at Riverwood received My InnerView’s Excellence in Action award, a national honor recognizing superior customer and workforce satisfaction in nursing homes. Nearly 5,500 nursing homes in the country participated in a 2010 satisfaction survey. The award, which is presented annually, recognizes those providers that performed in the top 10 percent of nursing homes. Belair Care Center, in North Bellmore, NY received the Workforce award and ElderWood Health Care at Riverwood, in Grand Island, NY received the Customer award.

“We congratulate the Excellence in Action award recipients,” said Amanda Twiss, CEO of My InnerView-OCS. “These skilled nursing facilities deserve recognition for their success. The feedback that they received from residents, families, and employees overwhelmingly scored their facilities as excellent. This award salutes their dedication to customer and workforce satisfaction, and highlights the differences they make in the lives of people every day.”

My InnerView-OCS, a division of National Research Corporation, provides applied research and quality-improvement solutions that span the entire post-acute healthcare continuum. My InnerView presents the annual award and supports leaders across the entire senior care profession with tools to measure, benchmark, and improve performance. This year’s award for superior customer and workforce satisfaction was presented to My InnerView customers who completed a customer and workforce satisfaction survey in 2010, had a minimum 30 percent response rate and scored in the top 10 percent of qualifying facilities on the questions “What is your recommendation of this facility to others?” and “What is your recommendation of this facility as a place to work?” in terms of the percentage of respondents rating the facility as “excellent.”
Emergency / Disaster Task Force Formed

Earthquakes, Tornadoes, and Hurricanes…Oh My!

Not even Dorothy and the Tin Man could have predicted the wild weather the end of summer brought to New York State this year. We applaud the massive effort put forth by the provider community during these events to ensure the safety of the residents and the employees who care for them. While we are still sorting out many of the issues related to the storms and their aftermath, NYSHFA’s Board of Directors and Executive Committee have moved to appoint an Emergency/Disaster Task Force to review the issues/outcomes resulting from Hurricanes Irene and Lee.

Members of the task force will include representation from around the state and providers who were (and still are) directly affected by the recent storms. The task force will utilize information from a survey conducted with our members and debriefings from members involved in these current disasters, or past experiences with disasters, to guide the discussions.

NYSHFA’s goal for this task force is to collect information; identify best practices, gaps in services and educational needs; and develop potential solutions to improve emergency/disaster systems which will assist us in our ongoing communications with governmental agencies.

2012 Innovative Practice Awards

The Clinical and Quality Services Committee is pleased to announce the call for nominations for the 2012 Innovative Practice Awards Program. This award program demonstrates our commitment to showcasing the high quality services our members are providing to their residents. The award recipients will present their Innovative Practices to the membership at an educational session during the convention. Recipients of the Innovative Practice Awards will be honored at the NYSHFA/NYSCAL Convention Awards Banquet in June 2012. The Association will provide travel expenses, overnight accommodations and meals to the honorees. Member facilities are asked to submit their Innovative Practices to the Committee for consideration by December 2, 2011. See the NYSHFA Member Mailings for the nomination form and instructions.

For more information about Clinical, Quality and Operational Services, contact: Nancy Leveille at nleveille@nyshfa.org or Karen Morris at kmorris@nyshfa.org.

Leadership Institute Featured in Provider Magazine

We are pleased to announce that an article about the Foundation for Quality Care’s Leadership Institute was published in the August 2011 issue of AHCA/NCAL’s Provider Magazine. The article, titled “Leading The Way”, provides an in depth description of all of the Leadership Institute courses and achievements. NYSHFA members Pat Martone and Lisa Volk are featured in the article, as well as NYSHFA staff Nancy Leveille, Karen Morris, Rick Patterson and consultant Anne O’Brien Carelli.

The article can be found on Provider Magazine’s website at www.providermagazine.com.
Leadership Institute
Graduates 42 Nurse Educators in 2011

This year, forty-two nurses from across the state completed the Nurse Educator Program offered by the Foundation for Quality Care’s Long Term Care Leadership Institute. Three four-day courses were held in the winter, spring and summer of 2011. Since the Nurse Educator Program was piloted in 2005, more than 160 Nurse Educators have graduated from the course.

The Nurse Educator Program is funded by the U.S. Health Resources and Services Administration Nurse Education, Practice & Retention Program and the New York State Department of Health’s grant program, the Health Workforce Retraining Initiative. The course provides college-level credits through the State University of New York Institute of Technology’s (SUNYIT) School of Nursing and Health Systems in Utica. It is also approved by the New York State Department of Health as a work instructor program for registered nurses who provide the nursing assistant certificate course.

If you or one of your colleagues is interested in attending a future offering of the Leadership Institute, please visit http://www.thefqc.org, or contact Gayle Farman at 518-462-4800 Ext. 34.

Nurse Educator 1 Participants

Nurse Educator 2 Participants

Nurse Educator 3 Participants
Nurse Educator Program Participants

Brenda Adams, Medford Multicare Center
Henedina Albin - Sy, Brooklyn United Methodist Church Home
Maria Antiporda-Tar, Golden Gate Rehabilitation & Health Care Center
Samantha Belcher, Eddy - Heritage House Nursing Center Inc.
Lois Bouren, Ten Broeck Commons
Glenford Brown, Bronx Center for Rehab. and Healthcare
Delphine Bruce, Campbell Hall Rehabilitation Center Inc.
Tammy Castellano, The Dutch Manor Nursing and Rehabilitation Centre
Patricia Castillo, Schnurmacher Center for Rehabilitation and Nursing
Julissa Cleckley, Bronx Center for Rehab. and Healthcare
Margaret Cool, Folts Home
Eileen Demasi, Harding Nursing Home
Linda Doyle, Good Shepherd Village at Endwell
Emily Foster, Cayuga Ridge Health and Residential Community
Barbara Gentile, Morningside House Nursing Home Co.
Diane Gregory, Kingsway Arms Nursing Center Inc.
Heather Hahn, Roscoe Regional Rehabilitation & RHCF
Jane Herrel, Oak Hollow Nursing Center
Michael Hewlett, Highland Nursing Home Inc.
Frances Hogan, Baptist Home at Brookmeade
Tracy Hopsicker, Schuyler Ridge RHCF
Tara Jennings, Bellhaven Center for Rehab. & Nursing
Jill Kaczor, Mount Loretto Nursing Home Inc.
Anna Kowacz, Schulman and Schachne Inst. For Nursing & Rehab.
Doris Kusznir, Cayuga Ridge Health and Residential Community
Cathleen Medick, Saratoga County Maplewood Manor
Jennifer Melville, Robinson Terrace
Melissa Miner, Susquehanna Nursing & Rehabilitation Center LLC
Cheryl Mycek, Ellis Residential & Rehabilitation Center
Pamela Newton, Chemung County Health Center-Nursing Fac.
Kay Nwajei, Crown Nursing & Rehabilitation Center
Jean Orchowski, Absolut Ctr for N & R at Three Rivers LLC
Terry Overby, Workmens Circle Multicare Center
Nicole Policarre, United Methodist Homes - Hilltop Campus
Rebecca Roorda-Barker, The Pines at Utica Center
Mary Ryan, Ocean Promenade Nursing Center
Jacklyn Seeger, Evergreen Commons
Patrice Torrey, Firemen’s Home of the State of New York
Patricia Vanca, Putnam Ridge
Karen Werlau, Bethel Nursing & Rehab. Center
Sherry Wheelock, St. Johnsville Rehabilitation & Nursing Ctr Inc.
Jaqueline Winstead, Ruby Weston Manor
Foundation Adds Three Distinguished Members to the Board of Trustees

The Foundation for Quality Care, the research and educational affiliate of NYSHFA, has been recruiting highly qualified individuals to fill vacant seats on the Board of Trustees. Recently three new members have been appointed to serve on the Board. A brief biography of each new Board member is provided below.

- **John Bogosian** is chief executive officer of St. Regis Nursing Home in Massena, NY. He was previously administrator of St. Regis and has been with the facility since 1974. He is a Certified Nursing Home Administrator and holds a B.S. Degree in Business Administration. Mr. Bogosian is a long time NYSHFA member and has served on the Board of Directors and many committees over the years. He was President of District 6 from 1982 – 1987 and currently serves as Chair of the Group Purchasing Committee and is a member of the Payment for Services Committee.

- **Dr. Jacob Dimant** is the President and Operator of Crown Nursing and Rehabilitation Center in Brooklyn and Lakeview Rehabilitation and Care Center and Oak Hollow Nursing Center in Middle Island. Dr. Dimant has served as a consultant on operational, medical-legal and quality control issues to nursing homes, home-care agencies, law firms and the US Department of Justice. He has published over 80 professional articles, books and book chapter in the medical literature and has lectured locally and nationally in the fields of rheumatology, long-term care medicine and quality management. He has served on or chaired numerous professional advisory boards, committees, editorial boards and task forces with the American Medical Directors Association, the New York State Health Facilities Association, the New York State Department of Health and the Center for Medicare and Medicaid Services (CMS).

- **Lewis Titterton** is currently President and Chairman of the Board of Nymed Inc. which owns and operates skilled nursing facilities. His background is in health care technologies. In 1986 he founded MedE America which provided computer based medical systems to hospitals throughout the United States. This was sold in 1994 and is currently part of WebMD. From 1978 to 1986, he was Executive Vice President of the Hospital Association of New York and ran their consulting division, Management and Planning Services. Mr. Titterton is a former US Navy Officer and for five years was an adjunct professor of finance at the State University of New York at Albany. He has a BA from Cornell University and an MBA from SUNY Albany.

“Our Foundation is very fortunate to have these distinguished individuals serving on our Board,” said Richard Patterson, Executive Director of the Foundation for Quality Care. “These new members bring additional depth and perspective to the Board and we believe their clinical and academic expertise will provide the Foundation with additional opportunities, and allow us to venture into new types of projects and programs that can broadly benefit the field of long term care,” stated Mr. Patterson.
Evercare® uses nurse practitioners who coordinate with nursing home staff. Our nurse practitioners offer personalized, care coordination services to nursing home residents, and enhanced communication with the entire care team. Members get more benefits and services with Evercare than with Original Medicare.

Thanks to our nurse practitioners, Evercare is a leader in providing care coordination to the people who need it most.

Questions?
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www.EvercareNursingHomePlans.com

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Several different kinds of resources are available on the Advancing Excellence website. These include:

- **Implementation Guides** to help nursing staff deliver care (also called “Process Frameworks”). These tools walk you through the basic care steps of problem identification, assessment, intervention and monitoring. Best practices are suggested.

- **Web-based Audio-Recordings with Power Point Presentations.** These 75-90 minute long recordings are presented by nationally known experts and focus on a specific Campaign goal. Recordings include success stories from nursing homes and also explain the written Implementation Guides.

- **Web-based Downloadable Videos.** These 60-minute videos tackle challenging issues for nursing homes. Presented by experts in the field, they offer information easily understood by bedside staff.

- **CNA Fact Sheets.** Suggestions for nurse aides on how to improve quality for each of the Campaign goals.

- **Ten Ideas for Staff Involvement in Advancing Excellence.** This innovative guide provides ideas, worksheets, and templates to bring CNAs into the quality improvement process.

- **Consumer Fact Sheets for Relatives and Friends.** Complex issues like pressure ulcers and use of restraints are translated to consumer-friendly language, understandable to non-clinicians.

- **Consumer Guide.** This manual provides educational materials about nursing home care and offers suggestions for consumers to enable them to actively participate in both care planning and quality improvement processes.

- **Consumer Tip Sheet.** A guide to help residents and their families ensure the best care and quality of life while in a nursing home.

### AVAILABLE RESOURCES

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What is the best way to use the Advancing Excellence Resources?

- Choose a Campaign goal that is meaningful for your nursing home.
- Use your own data to see where you are now (i.e. determine your benchmark) and then set a target for what you want to achieve.
- Use the 10 Top Ideas for Staff to help you get your staff involved in the development of your action plan.
- Go to the AE website and review the specific goal-related materials that will help as you develop your plan of action.
- Prepare your plan of action for improvement!
- Start with the Audio-Conference on the care process.
- Reinforce with written Flow Diagrams and Implementation Guide.
- Make sure that resident families and friends have the Consumer Fact Sheets and Consumer Guide.
- Follow-up and reinforce with AE resources including the downloadable Videos.
- Track your progress to evaluate your success!

List of Videos

- Avoidable Hospitalizations and Transitions of Care
- Consistent Assignment: Where Do You Start and How Do You Do It?
- Consumers: Involvement Equals Quality
- Keys to Person-Centered Care: Residents with Dementia
- Leadership: Building Skills for Nursing Home Paraprofessional Leaders
- Pressure Ulcers: Best Practices
- Quality Improvement: Maintaining and Sustaining Success
- Resident-Centered Care: A Holistic Approach
- The Role of CNAs in Advancing Excellence-Learning from Their Stories
- Where Does it Hurt? Assessing and Managing Pain in Nursing Home

Advancing Excellence is national, voluntary and involves an unprecedented partnership of nursing home groups, federal and state government agencies, foundations, quality improvement experts, practitioner groups, and advocacy and consumer groups working together to make nursing homes better places to live, work and visit.

For the Campaign, Advancing Excellence has identified eight meaningful areas in which improvements are needed to make nursing homes better places to live and work, and has set measurable goals in each of these areas to improve the care and quality of life for residents.

Through Advancing Excellence nursing homes can demonstrate what they do well but also determine what they need to do better. Through its many resources, the Campaign helps nursing homes and their staffs set goals, gives them tools to help them improve, and offers them real-time information on how they are doing.

Quality improvement is a constant process – no matter how well you are doing, there is always something you can do better. Joining this Campaign gives you access to a wealth of free resources, including web-based education sessions, tip sheets, newsletters and updates on the most current research on how to improve resident care, staff stability and public trust.

Will you join the Campaign to Advance Excellence?

To access Advancing Excellence Resources, go to www.nhqualitycampaign.org and click on NH Resources.

This publication was made possible by a grant from The Commonwealth Fund.
Like clockwork, we are here, working smart, for you, our valued healthcare partners.

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Beyond the letter of the policy.

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j.braun@medmal.com