Leonard Russ, Owner/Administrator of Bayberry Care Center in New Rochelle, NY was elected Secretary/Treasurer of the American Health Care Association recently at its Annual Convention in Chicago.

Len has been a valued NYSHFA member for many years. He served as Chair of NYSHFA from 2004 – 2006. He also served on the Executive Committee, holding the offices of Vice Chair, Treasurer, and Secretary. In addition, he has served on the NYSHFA Board of Directors and as Chair of the Legislative and Budget & Finance Committees, the State Reform Task Force, and the State PAC. He has also served on the Public Relations Council and the Joint Association Task Force on Medicaid Reform.

At the national level, Len has served on the AHCA Board of Governors, Board of Directors, Governance Reform Task Force, Finance Committee, and as Chair of the New York State and Region II of the Political Action Committee.

Len has been an active advocate for our Association and the long term care profession. He has authored numerous articles and commentaries on health care and other public policy issues and appeared on many panels and broadcasts focusing on LTC and related subjects. He has written and delivered testimony on behalf of AHCA and NYSHFA to respective committees of the U.S. Congress and the NYS Legislature.

Others elected to AHCA’s Board of Governors are: Robert Van Dyk from New Jersey was elected Chair while Neil Pruitt, Jr. from Georgia was elected to the Vice Chair position. Four at-large board members elected were: Lane M. Bowen from Kentucky, Orlando Bisbano, Jr. from Rhode Island, Fran Kirley from Maryland, and Ted LeNeave from Virginia.

In addition to those elected this year, continuing to serve on the AHCA board are: Immediate Past Chair Rick Miller; At-Large Representatives Richard Mendlen, Gail Clarkson, Richard Case and William Levering. Wade Peterson from North Dakota will serve as the Not for Profit Representative.

AHCA also is pleased to welcome three ex-officio board representatives: National Center for Assisted Living (NCAL) Representative Nicolette Merino from Oregon; Affiliated State Health Care Association Executives (ASHCAE) Representative Jim Carlson from Oregon; and Associate Business Member (ABM) Representative Gail Rader from New Jersey.

“AHCA is honored to have such a distinguished Board of Governors,” stated Bruce Yarwood, President and CEO of AHCA, who also serves on the board. “These individuals will help AHCA continue to build a future focusing on the vitality of our long term care community and strengthen efforts to improve the quality of care for millions of elderly and disabled Americans nationwide.”

We wish to congratulate Len and commend the dedication and commitment of all Board of Governors members, who continue to expertly fulfill their roles and dedication to long term care.
A Message from the President

DICK HERRICK, PRESIDENT AND CEO
rherrick@nyshfa.org

As this Newsletter goes to press, NYSHFA will be holding its year-end Board of Directors meeting in Albany where we will be approving the annual operating budget for NYSHFA and its related entities. Like other associations in these economic times, we have to carefully examine the financial resources available to us and be more diligent than ever before in determining where our scarce resources need to be focused to serve the best interest of our members. As reflected in this budget, this is not a time for dues increases as we recognize that the financial pressure on our members is substantial.

Under the category of financial pressures, the great effort expended by our Government Relations Department, our Legislative Committee, and you – the individual member, resulted in avoiding any substantial rate decreases as a result of the Governor’s Deficient Reduction Budget. You may recall that the Governor initiated this budget with a call for a 10% across the board reduction in expenditures in all areas. There were significant concerns that the proposal could significantly impact our members and potentially result in closures due to an unsustainable financial position.

The extraordinary challenges that these economic times have thrust upon all of us who run organizations, facilities, and participate in the business community have called for a survivor approach to our business plan and required that we put in defensive measures to insure that when the economic recovery occurs, we are all around to benefit from it.

In light of this, your Executive Committee asked that I convene an advisory group of members that represented a cross-section of ownership and senior executives to best advise us on what our priorities should be and how we can best deal with those priorities.

Based on that input I will be briefing our Board of Directors and reaching out to the other associations we collaborate with to determine what the best strategies and tactics are for moving forward.

For NYSHFA it is important to remember that as we are forced to play defense we must not forget about tomorrow and what programs and opportunities are available for our members that we need to pursue. I can assure you that we will do that in spite of our dealing with the distraction of economic proposals that we are sure will continue to evolve through 2010.

With all of that in mind, I can assure our members that the wisdom that has sustained us all to this particular point will continue to guide us. That wisdom is framed in strength of the message that persistence will prevail and never, never, never give up.

I want to wish all of our members a Happy Holiday and a positive and fruitful 2010.
**January 15**

**Deadline for 2010 Volunteer of the Year Awards Nominations**

NYSHFA and NYSCAL sponsor annual Volunteer of the Year awards programs to recognize outstanding volunteers serving in member health care facilities. The winners will be honored at the Association’s Annual Convention in June 2010. The deadline for nominations is January 15, 2010. Look for the nomination packet in your member mailing soon. For further information, contact Joanne O’Connor at NYSHFA / NYSCAL at 518-462-4800 ext. 23 or joconnor@nyshfa.org.

**February 1**

**Deadline for Nursing Scholarships**

The James D. Durante RN Scholarship recognizes students pursuing licensure as a Registered Nurse and Registered Nurses pursuing advanced degrees in nursing. The Ruth E. Stafford Nurse Scholarship fund was established by NYSHFA’s former Executive Director, Edward J. Stafford in memory of his mother who was a licensed practical nurse. The scholarship is meant to assist staff currently working in skilled nursing facilities to achieve their goals of pursuing education to become registered or licensed practical nurses. A total of six winners will each receive a $1,000.00 award. The deadline to submit applications to the Foundation is February 1, 2010. For further information, contact Bryan Boeskin at bboeskin@foundationforqualitycare.org.

**February 9-10**

**AHCA/NCAL 2010 Quality Symposium**


---

**NYSHFA Events and Dates**

NYSHFA is an affiliate of the American Health Care Association

NYSHFA Members Receive AHCA/NCAL Step I Quality Awards

Pictured are representatives from the winning facilities of the AHCA/NCAL Step 1 Quality Award. The awards were presented at AHCA/NCAL’s 60th Annual Convention and Expo in Chicago, IL on October 7. The winning facilities are: The Country Manor Nursing and Rehabilitation Centre, ElderWood Assisted Living at Tioga, ElderWood Village at Glenwood, ElderWood Village at Maplewood, ElderWood Village at Rosewood, ElderWood Village at Westwood, The Mountain View Nursing and Rehabilitation Centre, Northgate Health Care Facility, The Orchard Nursing & Rehabilitation Centre and Vestal Nursing Center.
37 Nurses Complete First Line Manager Program

Thirty-seven registered nurses from skilled nursing facilities located in Central and Western New York regions recently completed the Long Term Care Leadership Institute’s First Line Nurse Manager Leadership Program (FLM). Since the FLM program began in September 2007, more than 230 registered nurses have been trained.

The FLM program is an eight-day course to teach and enhance supervisory, management and leadership skills for nurse managers who work in skilled nursing facilities. These skills are very different from clinical skills that nurses learn and develop in schools. “Effective management skills are the key to developing and retaining staff while at the same time creating systems to enhance quality of resident care. In addition, they network with their peers and have a learning environment where they assist in the teaching/learning process by actively participating in the variety of group activities,” said Nancy Leveille, RN, MS, Program Director the Long Term Care Leadership Institute.

The value of the FLM Program is approximately $1,500 per participant but is offered at no charge because of grants from the New York State Department of Health and Labor-Health Workforce Retraining Initiative and the US Health Resources and Services Administration - Nurse Education, Practice and Retention Program. The next FLM courses will be offered in January 2010.

Charlie Pierce of the Central Region FLM program donned his old high school graduation cap for the ceremony.
Fall 2009 First Line Manager Participants

The 37 participants who completed the Fall 2009 FLM Course are:

Central Region Graduates
Melissa Azzarello
Lana Banner, James G. Johnston Memorial Nursing Home
Linda Barnhill, Syracuse Home Association
Ruth Ann Buck, Cayuga County Nursing Home
Kristen Czajka, Bethany Gardens Skilled Living Center
Jill Dove, Auburn Nursing Home
Eileen Fischer, Chenango Memorial Hospital RHCF
Cynthia Furman, Lakeside Nursing Home
Kathleen Hansen, James Square Health & Rehab. Center
Julie Houghtaling, Seneca Nursing and Rehabilitation Center
Pamela Kinney, Chase Nursing Home
Colleen McFall, Vestal Nursing Center
Janice Philipot, Central Park Rehabilitation and Nursing Center
Charles Pierce, James Square Health & Rehab. Center
Susan Schimke, Chenango Memorial Hospital RHCF
Leslie Van Austin, Vestal Nursing Center
Sandra Verity, Lakeside Nursing Home
Teresa Whipple, Cayuga County Nursing Home

Western Region Graduates
Stacy Bastian, Harris Hill Nursing Facility
Deborah Blane, Kaleida Health Deaconess Center
Jean Cauley, Kaleida Health Deaconess Center
Julie Delcamp, Chautauqua County Home
Katie Dembik, Absolut Care of Aurora Park
Mary Gordon, Millard Fillmore Gates Skilled Nursing Facility
Michele Graziano, Garden Gate Health Facility
Stephanie Hallifax, Northgate Healthcare Facility
Debbie Harris, Legacy Healthcare Williamson Suburban NH
Helena Kittleson, Seneca Health Care Center
Amy Kuras, Chautauqua County Home
Bridget Kureczka, Newfane Rehab. & Health Care Center
Mary Luckman, Orchard Manor Nursing Home
Mary Louise Nickolai, Father Baker Manor
Almond Nolan, Genesee County Nursing Home
Mary Rappa-Odom, The Pines Healthcare & Rehab. Ctr- Machias Campus
Michele Shultz, The Hurlbut
Patricia Sobilo, Autumn View Health Care Facility

Schreen Carter, Graduate of GNACD Program, Makes National Presentation

Carter Works at The Mountain View Nursing and Rehab Centre, a NYSHFA Member Facility

Demonstrating the effectiveness of the Foundation for Quality Care’s (FQC) Nursing Assistant Career Ladder Program, Schreen Carter – a program graduate – impressed national leaders in long-term care recently at the American Health Care Association’s Annual Convention in Chicago.

A Certified Nursing Assistant at The Mountain View Nursing and Rehabilitation Centre in New Paltz, NY, Carter delivered a compelling personal account, stepping onto the national stage with confidence gained from this ground-breaking program.

“As a Certified Nursing Assistant, I recognize the value of this program every time I assist a resident or interact with other interdisciplinary team professionals,” said Carter. “This Career Ladder program literally helped me climb to higher levels in my chosen profession.”

Becoming a CNA in 1992, she has worked at The Mountain View Nursing and Rehabilitation Centre since 1999. She was chosen to present in Chicago at the American Health Care Association Annual Convention after becoming an Advanced CNA in June and becoming one of the first graduates of the Career Ladder Program at Mountain View.

As a graduate of the Foundation’s Geriatric Nursing Assistant Career Development Program, Carter received rigorous clinical and technical training that has enhanced her skills, professional standing and compensation, as designers of the program intended.

“I congratulate Schreen Carter on her compelling personal presentation,” said Rhoda Meador of Cornell University. Meador’s influential book “CNA Career Ladder Made Easy” serves as the text for the program at NYSHFA member facilities. “Schreen educated us all by adding a direct personal dimension to this information. Her perspective was of tremendous value to every academic expert and national leader assembled at the convention.”

“Schreen gave an engaging human face to the information she presented,” agreed Nancy Leveille, senior director, member of operational support at NYSHFA. “As an RN, I appreciate her emphasis on teamwork and mutual support in the facilities where we serve residents. All of us with significant experience in the field know these things, but Schreen helped remind us how it feels to be a respected member of an effective, caring team, day in and day out.”

The FQC, the research and educational affiliate of NYSHFA, received funding for its Geriatric Nursing Assistant Career Development (GNACD) Program, through a grant from the Jacob and Valeria Langeroth Foundation.
NYSFA’s 14th Annual Fall Education Conference in Review

This year’s Fall Education Conference was held on November 18 and 19, 2009 at the Saratoga Hilton in Saratoga Springs, NY. The conference was jam packed with breaking information and offered education tracks on administrative, clinical, and financial topics, as well as policy updates from NYSFA staff and much more.

It is clear that the issues facing the skilled nursing / assisted living profession and NYSFA / NYSCAL membership are increasing in number and complexity. All attendees benefited from the dynamic and informative presentations from DOH officials, NYSFA / NYSCAL leadership and our valued presenters and vendors. With in excess of 200 members and vendors present, the Conference provided wonderful networking opportunities and was a tremendous success.
Many Thanks!

NYSHFA / NYSCAL and the Foundation for Quality Care would like to thank the following exhibitors, underwriters and advertisers for their support.

- **Vendors**
  - 6N Systems
  - ADT Security Services
  - Alternative Solutions Group
  - Bailey, Haskell & LaLonde
  - CCRx of NY, LLC
  - Chem Rx
  - Dentserv
  - DermaRite Industries
  - Evercare
  - Gillick Advisors, LLC
  - Harvey Instruments, Inc.
  - Healthcare Services Group, Inc.
  - Health Care Information Solutions, Inc.
  - Job Corps
  - Kessler.Core
  - Med World Pharmacy
  - Omnicare, Inc.
  - Preferred Therapy Solutions
  - Prism Consultants, LLC
  - RehabCare
  - Reliable Health Systems
  - R.G. Psychological Services
  - Shore Pharmaceutical Providers
  - SigmaCare
  - SNF Reimbursement Solutions Associates, LLC
  - Summit Health Care Solutions, Inc.
  - Technical Gas Products, Inc.
  - TotalKare of America, Inc.
  - Zimmet Healthcare Services Group, LLC

- **Advertisers**
  - Alternative Solutions Group
  - Dentserv
  - Gillick Advisors, LLC
  - Kessler.Core
  - Preferred Therapy Solutions

- **Sponsors**
  - ADT Security Services, Inc.
  - CCRx of NY, LLC
  - Evercare
  - Health System Services
  - Omnicare
  - Physicians’ Reciprocal Insurers
  - R.G. Psychological Services
  - Summit Health Care Solutions, Inc.
Advancing Excellence Resets with New Goals for Phase II

The Advancing Excellence in America’s Nursing Homes campaign (Advancing Excellence) started Phase II in October, 2009, with the launching of new goals and a revamped Web site www.nhqualitycampaign.org. Nursing homes that were part of the Campaign’s Phase I need to re-enroll by updating their facility profile, decide on new goals and to set targets.

Experience has shown the value of Advancing Excellence to providers. In Phase 1 of the Campaign, participants that chose goals on reducing use of physical restraints, reducing the prevalence of pressure ulcers, and controlling symptoms of pain, improved at a significantly faster rate than other nursing homes. That is a powerful statement that a significant number of nursing homes — almost half of all nursing homes signed up — have a real commitment to quality.

There are other tangible benefits for participating — improving staff retention and maintaining staff stability saves money, improves efficiency and outcomes as well as contributes to better relationships between residents, families and caregivers.

Advancing Excellence continues its status as an Internet portal to excellent and free “how-to” information like webinars, videos, implementation guides and other tools that can help a nursing home achieve its quality goals. The new Web site is easier to navigate and much easier to register or update a facility’s profile than previously.

Here’s one more reason to re-enroll for Advancing Excellence or to join for the first time. CMS, which is a member of the Campaign’s coalition, is telling consumers about AE on its public Nursing Home Compare Web site via a link to Advancing Excellence. Therefore, when prospective residents ask about quality, you can say “We’re In!” on the Advancing Excellence campaign.

Please go to www.nhqualitycampaign.org and explore the free resources the Campaign offers and enroll. If you need help with the enrollment process, visit the “Contact Us” section on the Advancing Excellence Web home page in the drop down menu titled “About the Campaign.”
Influenza Update: Facemasks vs. Respirators

The following is an excerpt from the CDC document dated September 2009.

**INTERIM RECOMMENDATIONS FOR FACEMASK AND RESPIRATOR USE TO REDUCE 2009 INFLUENZA A (H1N1) VIRUS TRANSMISSION**

“There are important differences between facemasks and respirators. Facemasks do not seal tightly to the face and are used to block large droplets from coming into contact with the wearer’s mouth or nose. Most respirators (e.g. N95) are designed to seal tightly to the wearer’s face and filter out very small particles that can be breathed in by the user. For both facemasks and respirators, however, limited data is available on their effectiveness in preventing transmission of H1N1 (or seasonal influenza) in various settings. However, the use of a facemask or respirator is likely to be of most benefit if used as early as possible when exposed to an ill person and when the facemask or respirator is used consistently.

**FACEMASKS:** Unless otherwise specified, the term “facemasks” refers to disposable facemasks cleared by the U.S. Food and Drug Administration (FDA) for use as medical devices. This includes facemasks labeled as surgical, dental, medical procedure, isolation, or laser masks. Such facemasks have several designs. One type is affixed to the head with two ties, conforms to the face with the aid of a flexible adjustment for the nose bridge, and may be flat/pleated or duck-billed in shape. Another type of facemask is pre-molded, adheres to the head with a single elastic band, and has a flexible adjustment for the nose bridge. A third type is flat/pleated and affixes to the head with ear loops. Facemasks cleared by the FDA for use as medical devices have been determined to have specific levels of protection from penetration of blood and body fluids. Facemasks help stop droplets from being spread by the person wearing them. They also keep splashes or sprays from reaching the mouth and nose of the person wearing the facemask. They are not designed to protect against breathing in very small particle aerosols that may contain viruses. Facemasks should be used once and then thrown away in the trash.

**RESPIRATORS:** Unless otherwise specified, “respirator” refers to an N95 or higher filtering face piece respirator certified by the CDC/National Institute for Occupational Safety and Health (NIOSH). A respirator is designed to protect the person wearing the respirator against breathing in very small particle aerosols that may contain viruses. A respirator that fits snugly on the face can filter out virus-containing small particle aerosols that can be generated by an infected person, but compared with a facemask it is harder to breathe through a respirator for long periods of time. Respirators are not recommended for children or people who have facial hair. Where respirators are used in a non-occupational setting, fit testing, medical evaluation and training are recommended for optimal effectiveness. When respiratory protection is required in an occupational setting, respirators must be used in the context of a comprehensive respiratory protection program as required under OSHA’s Respiratory Protection standard (29 CFR 1910.134). This includes fit testing, medical evaluation and training of the worker. When required in the occupational setting, tight-fitting respirators cannot be used by people with facial hair that interferes with the face seal.” To view the recommendations in their entirety, go to [www.cdc.gov/h1n1flu/masks.htm](http://www.cdc.gov/h1n1flu/masks.htm).

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

NYSHFA member ElderWood Health Care at Tioga has announced that it will donate an adjacent former hospital building to the region’s first responders so they can train for the next 10 months in real-life situations.

The former Tioga General Hospital, located beside ElderWood Health Care at Tioga, is a four-story building that currently is used as ancillary space for the skilled nursing facility. The building contained office space and a medical clinic, and may eventually be removed to make room for the skilled nursing facility’s modification planned in conjunction with the recent New York State Healthcare Efficiency and Affordability Law (HEAL) grant announced last month.

For 10 months before that work begins, local, state and federal police hostage-rescue and SWAT teams will be able to use the building to simulate emergency response scenarios that will broaden and enhance their training. Also, the region’s fire departments will be allowed to train their firefighters in rescue techniques in an actual building.

All training events will be coordinated with Maria Landy, executive director of the ElderWood Tioga Community so residents and staff are fully aware of what will be happening next door. “We are thrilled that the Waverly Barton Fire District can use the hospital for training,” said Ms. Landy. “The people in the Valley rely on all of the local emergency personnel. We are happy to work with them and to provide this unique opportunity.”

“The people of the Valley will be the true beneficiaries, as their first responders will be even more highly trained,” added Robert Chur, president and CEO of ElderWood Senior Care. “The ElderWood organization is delighted to support this training effort.”

“This donation from ElderWood Senior Care provides us with an exciting opportunity to host this training facility for any and all interested fire, law enforcement, and EMS agencies,” said Don Howard, chief of the Waverly Barton Fire District.

ElderWood Health Care at Tioga and ElderWood Assisted Living at Tioga recently received the state HEAL grant, which will help the conversion to a 168-bed skilled nursing facility with a 65-unit assisted-living residence.
Every business needs well-trained employees.

Job Corps has them
(and they’re ready to work for you).

Clinical Medical Assistant
Emergency Medical Technician
Licensed Practical/ Vocational Nurse

Medical Office Support
Pharmacy Technician
Nurse Assistant/Home Health Aide
First Responder

Culinary Arts
Facilities Maintenance
Accounting
Information Technology
And more

Skills, experience, professionalism and industry certifications – Job Corps graduates have that!

(516) 306-8999 • www.jobcorps.gov/business.aspx
SNF Reimbursement Solutions Associates, LLC
Created Exclusively to Assist Skilled Nursing Facilities

WE PROVIDE A FULL RANGE OF ACCOUNTS RECEivable MANAGEMENT SERVICES EXCLUSIVELY TO SKILLED NURSING FACILITIES.

Our services include the following:

- Billing & Collections
- Accounts Receivable Clean-up
- Electronic Billing for Medicare & Medicaid
- Real-Time Access to Patient Accounts
- Rapid Follow-up on Payments
- Business Office Training

We can customize our services for your facility based upon your interest and goals.

Ask about our no commitment Medicare clean-up for only 3% commission of the amount you collected.

Call: (845) 321-4121
www.snf-reimbursement.com