Friday Update

October 12, 2012

Sign up for the 2012 Legal HR Seminar

What's NEWS?

AHCA/NCAL Convention Held in Tampa, Fla.
Members, WHCA Executive Director Attend

TAMPA, Fla. -- WHCA/WiCAL members and staff along with more than 3,000 long term and post-acute care providers this week to participated in the American Health Care Association and the National Center for Assisted Living’s (AHCA/NCAL) 63rd Annual Convention and Expo.

"We are in a time of extraordinary opportunities and remarkable challenges," said Mark Parkinson, President and CEO of AHCA/NCAL. "Whether
NCAL Board Member Dee Thieme; and WHCA Board Member Dick Rau attended the AHCA Convention this week.

Convention speakers included: Jim Collins, best-selling author of *Great by Choice: Uncertainty, Chaos, and Luck - Why Some Thrive Despite Them All*. Collins discussed the unique set of challenges facing long term and post-acute care and shared ideas on maintaining quality care while preserving low costs. On Wednesday, providers heard from Commander Mark Kelly, Commander of the Space Shuttle Endeavour's final mission and husband of former Arizona Congresswoman Gabrielle Giffords.

"Now more than ever, quality is the new standard by which our reimbursements will be judged, a new lens in which our successes - and failures - will be judged as a profession," said Neil Pruitt, Chair of the AHCA Board of Governors. "We're proud to be out in front of this new standard with our quality initiative, which is based on simple principles to advance quality in America's skilled nursing and assisted living facilities."

**MEMBER NOTE:** Friday Update will have coverage of WHCA/WiCAL's National Quality Award winners next week.

**WHCA/WiCAL to Offer Facility Modernization Webinar on Nov. 13**

WHCA/WiCAL will be offering a webinar on the "Nursing Facility Modernization Under the 2012-13 Wisconsin Medicaid Payment Formula," on **Tuesday, November 13 from 1 to 3 p.m.**

WHCA/WiCAL, is conducting the webinar in conjunction with Wipfli LLP, which will describe and explain recently modified property payment provisions included in the 2012-13 Nursing Home Medicaid payment formula and how they can be utilized to enhance the physical environment of residents as well as their quality of life.

**Presenters:**

-- Tom Schwoegler, WHCA/WiCAL Director of Financial Services
-- Larry Lester, CPA, Wipfli, LLC
-- David Lund, CPA, Former Director State Bureau of Nursing Home Services

**Cost:**
AMDA Foundation Seeks Participants for LTC Study on Influenza

SNF NEWS
WHCA/WiCAL Welcomes Benedictine Living Center of Spooner as New Member
WHCA Board's October Meeting to Feature Virtual PACE Expert
HUD Rule Change REAC Investigations for SNFs
Local Hospitals and Nursing Homes to Join Forces on Reducing Re-Hospitalizations
AHCA Targets Sequester with TV Ad Blitz

AL NEWS
Ten Assisted Living Concepts Facilities Join WiCAL
Reports Show that AL Providers Committed to Quality
Assisted Living Nursing Networking Teleconference Set for Nov. 1
Members Encouraged to Participate in National Quality Award Process

Survey Results Show Positive Perceptions

WHCA/WiCAL NEWS

SHORT TAKES
The News You Need ... Just Not a Lot of It.

From McKnights LTC News
"The American Health Care Association's David Gifford, M.D., is offering tips for nursing homes looking to meet regulator and trade group deadlines for reducing antipsychotics use.

-- WHCA/WiCAL Members -- No Charge
-- Non-Members -- $59.00

Joint Legislative Audit Committee to Hold Public Hearing on Family Care

WHCA/WiCAL invites members to testify or submit written testimony to the Legislature's Joint Audit Committee, which is holding a public hearing at

10 a.m.
on Wednesday, October 17, 2012, in Room 411
South of the State Capitol in Madison. The hearing will follow-up on the April 2011 LAB Family Care audit.

The focus of the hearing will address the DHS update on its Family Care activities (specifically, its responses to the LAB recommendations contained in the Family Care audit), Senator Kathleen Vinehout (D-Alma), the co-chair of the Joint Audit Committee, said the hearing is open to anyone who wishes to express their thoughts and/or concerns with the Family care program, or would like to recommend changes.

If you are interested in voicing your thoughts, comments and concerns regarding the Family Care program, please contact WHCA/WiCAL Government Relations Director James McGinn.

For a copy of the August 31, 2012 correspondence on Family Care from DHS Secretary Dennis Smith to Senator Vinehout and Representative Samantha Kerkman (R-Genoa City), the other co-chair of the Joint Audit Committee, please click HERE.

IMPORTANT MEMBER REMINDER

Members Asked to Complete Legislative Questionnaire

WHCA/WiCAL handed out a legislative questionnaire at Fall Convention last week. IF YOU HAVE NOT RECEIVED A COPY OF THE QUESTIONNAIRE, PLEASE CLICK HERE.

Please report the name and response of candidates to Jim McGinn, WHCA/WiCAL's Director of Government Relations by phone (800) 277-9422, or via email at jim@whca.com. Thank you for your assistance in this important effort.

DHS PRESS RELEASE

Department Awards Managed Care Contract to Southwest Family Care Alliance

MADISON -- The Department of Health Services, Division of Long Term Care, has made an award to contract with Southwest
Quality initiatives launched by the Centers for Medicare & Medicaid Services and AHCA have targeted Dec. 31 as the deadline for long-term care facilities to cut their antipsychotic use by 15 percent.

"Gifford, AHCA's senior vice president of quality and regulatory affairs, told McKnight's Editor Jim Berklan that facilities can get this process started with residents who don't need these medications on a daily basis."

Have YOU Set up Your Account/Password for the Wisconsin Clinical Resource Yet?

Members Encouraged to Adopt New Log-in Procedures Through EASY On-Line Process

Have you set up your own account and password for the Wisconsin Clinical Resource Center, yet?

As you know, from September 4 - October 15, 2012, facilities will still be able to use their facility-based usernames and passwords for a few weeks after the new process becomes available, but after October 15 users will have to have their individual access.

The use of both systems will remain open from September 4 - October 15, 2012, however, after October 15, the facility usernames and passwords will be disabled and all users will need to use or create individual users, associated with an email address.

It's easy to do...

STEP 1: Go to the WCRC Website Address: https://wcrc.chsra.wisc.edu

STEP 2: Click the link that says "Register".

STEP 3: Follow the prompts to sign up for an individual logon.

For more information - contact your nursing home association, WCRC email: wcrc@chsra.wisc.edu, WCRC Helpdesk: 888-300-8098.

Virtual PACE Meeting Held, Summary of September Meeting Released

The Virtual PACE Stakeholder Advisory Committee met this week
legislative districts lays out in the starkest terms yet just how difficult it will be for Democrats to take control of the state Legislature anytime in the next 10 years.

"To win both houses, Democrats would likely need a wave like the one that swept Wisconsin and the nation in 2008, and those are rare. To gain the bare majority in the Assembly and Senate, they would need to win every swing seat as well as two GOP-leaning seats, according to a former Republican lawmaker hired by the Legislature last year to help draw the new maps. Democrats acknowledged the new maps were a setback for them but contended they were not as dire as the analysis suggests.

"Every 10 years, states must draw new legislative and congressional districts to account for changes in population. Republicans controlled all of state government last year, and they drew a set of maps tremendously beneficial to them."

DHS Virtual PACE Project Director Deb Rathermel went through a document listing a series of comments, questions and informational requests that the Centers for Medicare and Medicaid Services (CMS) submitted in response to the draft memorandum of understanding that the Wisconsin Department of Health Services is in the process of developing with CMS. Despite several obstacles to getting the project up-and-running, DHS personnel at the meeting emphasized the stated start date is still January 1, 2013.

There was extensive discussion among the Virtual PACE Advisory Committee about the prospect of holding an event for interested parties -- including SNF administrators -- to learn more about the proposed program at some point in November. There is also consideration of the proposed event being recorded and archived on the DHS website. Please stay tuned to Friday Update for details on this proposed event.

The key aspect that remains unanswered by DHS personnel is the question about what value-added benefits would be available to participating providers in the Virtual PACE program, namely the details regarding provider reimbursement.

In another important development, Rathermel also stated to the group that United Health Care announced its decision last week to withdraw its application to become an Integrated Care Organization.

In a related note, earlier this week, DHS also released the summary of the Stakeholder Advisory Committee meeting on September 13, 2012, and shared a summary of enrollment and outreach plans: Outreach and Enrollment Overview.

DHS-DLTC Releases Memo on Rate Information for Billing for Services Provided by the Centers for Persons with Developmental Disabilities

The DHS Division of Long-Term Care released a memo this week regarding Rate Information for Billing for Services Provided by the Centers for Persons with Developmental Disabilities.

Click HERE to access the memo.

The UW-Eau Claire CHAASE Program to Hold Forum on Reducing Hospital Re-Admissions

The UW-Eau Claire CHAASE Fall Forum will be held on "Reducing Hospital Readmissions and the Role of Leadership in Senior Care." The event is open to the public and will be held on Oct. 18 from 4:30 to 5:45 p.m. in the Luther Building Auditorium, Mayo Clinic and Hospital, located at 1400 Bellinger St. in Eau Claire.

Panelists and participants will address the following questions:

-- What is current environment (operational, regulatory, etc.)
Do you know someone in your facility who should be added to the Friday Update distribution list?

If the individual is a member of a WHCA/WiCAL facility, please click HERE to send an email with the subject line “Friday Update Addition,” please include the person’s name, email address, title and facility to have the individual added to the distribution list...

AMDA Foundation Seeks Participants for LTC Study on Influenza

The AMDA Foundation is asking facilities to participate in an long-term care study. A team of nationally recognized long-term care researchers from Brown University, Stefan Gravenstein, MD, MPH and Vincent Mor, PhD, are undertaking a national quality improvement study to evaluate the impact of the annual influenza vaccine choice on long-term care facility residents’ hospitalization risk. The project was independently designed by Drs. Gravenstein and Mor, and proposed as an investigator-initiated study to its sponsor, Sanofi-Pasteur, which awarded a grant to fund the proposed work.

Click here for a link to the description of the study objectives and procedures. This study should provide important information of surrounding the issue of re-hospitalization?
-- What new approaches and care delivery models are being implemented to reduce hospital readmissions?
-- How can new partnerships be developed and how can they be more effective?
-- What new skill sets and talents do leaders in the senior care profession need to advance these practices?

No registration is required. Free parking is available in the Mayo parking ramp. Use overhead walkway to access the hospital. For more information contact LaNette Flunker, UW-Eau Claire CHAASE activities coordinator, at (715) 836-2088 or flunkelm@uwec.edu.

MODERATOR:
Dr. Linda Young
Dean, College of Nursing and Health Sciences
UW-Eau Claire

PANELISTS:
Karen Vincent
Interim Director of Wisconsin Operations
Golden Living

Dr. James Roberts
Director of Hospice
Mayo Clinic Health System

Missy Bertrang
Clinical Care Director
Grace Lutheran Foundation

David Mills
CEO
Align30
value to long-term care clinicians regarding influenza and its impact on resident quality of life and clinical outcomes. The AMDA Foundation will receive a donation of one hundred dollars per facility that participates in this study based on responding to this letter of support for the study.

After the facility begins participation, the sponsor of the study will provide the facility with either the standard dose or high dose vaccine at no cost for use in the annual influenza vaccination. In addition, a supply of standard dose vaccine will be provided for use in vaccination of facility staff members. In addition, for each of the 5 monthly reports of the percent of residents and staff receiving the vaccine, the facility will be reimbursed $100, up to a total of $500. The study staff will also provide the facility with vaccine training materials and information at no charge.

As the influenza season is fast approaching, this is a time-sensitive matter. In those facilities where you serve as the medical director and/or attending physician, please advocate for participation in this study. The administrator, director of nursing services, infection control coordinator, or yourself should contact Dr. Davidson as soon as possible by calling his study coordinating center, Insight Therapeutics, LLC at 757-625-6040, or via email to H. Edward Davidson, PharmD, MPH at edavidson@inther.com.

Please identify your facility as an AMDA Foundation study site. This is imperative or the Foundation will not receive the donation.

**SNF News**

**WHCA/WiCAL Welcomes Benedictine Living Center of Spooner**

WHCA/WiCAL is pleased to welcome BENEDICTINE LIVING CENTER OF SPOONER, located in Washburn County, District 12 as a new member.

**CONTACT INFORMATION**

Benedictine Living Center of Sooner  
510 1st Street  
Spooner, WI 54801  
90 Beds  
NHA - [Pete Leer](mailto:pete.leer@benedictinehealth.org)

**WHCA Board's October Meeting to Feature Virtual PACE Expert**

**Tom Lutzow**, Ph.D., President and CEO of Independent Care Health Plan (I-Care) will be the special guest speaker at this month’s Board Meeting, which is being held from 9 a.m. to noon on Tuesday, October 23, 2012.

Mr. Lutzow will provide insight regarding an Integrated Care Organizations’ thoughts and expectations on the administration, funding, and cost-effectiveness of DHS’s proposed Virtual PACE program. I-Care is one of four organizations that have applied for Virtual PACE ICO
First Care Transitions Meeting Held in Viroqua, Next Meeting in Rice Lake on Tuesday Next Week

The first of two scheduled regional meetings on care certification. It is the only applicant that has been approved to proceed to Phase II of the three-phase certifications process.

I-Care has applied for certification to operate DHS's Virtual PACE demonstration program beginning in several counties in Southeastern Wisconsin, with expansion to Dane County and portions of Northeastern Wisconsin, when DHS deems it appropriate.

All Board Members are encouraged to attend. Members with questions can contact WHCA/WiCAL at (800) 277-9422.

In other news, Tom Lawless, Director of the Bureau of Financial Management in DHS' Division of Long Term Care, will address the WHCA Payment for Services Committee on October 22 to summarize the new property provisions of the 2012-13 Methods of Implementation from the state's perspective.

HUD Rule Change REAC Investigations for SNFs

The U.S. Department of Housing and Urban Development (HUD), Federal Housing Administration (FHA), has released a final rule, effective October 9, 2012, Section 232 Healthcare Facility Insurance Program-Strengthening Accountability and Regulatory Revisions Update, that revises the regulations applicable to, and closing documents used in, FHA insurance of multifamily rental projects. Important to nursing facility providers, the FHA rule states that HUD, Real Estate Assessment Center (REAC) inspections will only be conducted in NFs if "HUD determines, on the basis of information received, such as through a complaint, site inspection, or referral by a State agency, on a case-by-case basis, that inspection of a particular facility is needed to assure protection of the residents or the adequate preservation of the project."

This means that nursing facilities are generally exempt from REAC inspections, which are generally required of all rental housing receiving FHA insurance or other HUD funding. On the other hand, despite what Section 200.855 reads-Kelly Haines, Director, HUD, Office of Residential Care Facilities, Office of Health Care Programs, asserts that assisted-living facilities, board and care facilities and intermediate care facilities are not exempt from REAC inspections, and HUD is currently working on specific guidance to provide more clarification. AHCA/NCAL submitted comments prior to the release of this final rule, specifically asking for assisted living and board and care facilities to be exempted from the REAC inspections if/when state or local government has a reliable and adequate inspection system in place.

To obtain a copy of the final rule click HERE. To obtain a copy of AHCA/NCAL comments click HERE.
transitions was held in Viroqua this week. The successful event was attended by about 125 people from skilled nursing facilities, aging and disability resource centers, and hospitals from the following counties: Crawford, Grant, Green, Iowa, Jackson, Juneau, LaCrosse, Lafayette, Monroe, Richland, Sauk, and Vernon Counties.

The next meeting is going to be held next week in Rice Lake. The second regional conference will be held at the Turtleback Conference Center in Rice Lake on October 16. This meeting will target transitional care stakeholders from Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Iron, Pepin, Pierce, Polk, Price, Rusk, St. Croix, Sawyer, Taylor, Trempealeau, and Washburn Counties.

Registration for both of these events is now closed. Dates and locations for regional conferences for Northeastern and Southeastern Wisconsin counties have not yet been set. Please stay tuned to Friday Update for dates and details of these upcoming meetings. If you have any questions, please feel free to contact the WHCA/WiCAL offices at (608) 257-0125.

The planning, resources, and programming for these regional meeting is a result of the collaborative efforts of the following organizations:

-- Center for Health Systems Research and Analysis (CHSRA)
-- Greater Wisconsin Agency on Aging Resources, Inc. (GWRR)
-- LeadingAge Wisconsin
-- Meta Star, Inc
-- Rural Wisconsin Health Cooperative
-- Wisconsin Association for Home Health Care (WiAHC)
-- Wisconsin Department of health Services
-- Wisconsin Health Care Association (WHCA)
-- Wisconsin Hospital Association
-- Wisconsin Medical Society
-- Wisconsin Office of Rural Health
AHCA PRESS RELEASE

AHCA Announces National Nursing Home Week Dates and Theme

TAMPA, Fla - The American Health Care Association (AHCA) today announced its theme for the 2013 National Nursing Home Week (NNHW) observance: Team Care. NNHW will be observed in skilled nursing facilities throughout America, beginning Mother’s Day, May 12 and continuing through May 18, 2013.

NNHW's theme recognizes residents and patients in long term and post-acute care settings, the dedicated staff who care for them, and the value of care planning where everyone "pitches in" for optimal outcomes. The observance is an opportunity to involve families, community members, youth, and others in a community-wide show of support and respect for these individuals and the staff who provide care or support services. Activities are designed to foster inter-generational contact, strengthen family relationships and to encourage volunteerism by individuals and local organizations.

Today's announcement comes during AHCA's 63rd Annual Convention and Expo, the largest gathering of the Association's 11,000-strong membership, in Tampa, Fl. Attendees can get a "sneak peek" of this year's NNHW logo and theme during various events at the Convention.

AHCA will develop a planning guide and themed promotional products for NNHW. For periodic updates and more information, visit www.nnhw.org or www.facebook.com/nursinghomeweek.

AL News

Ten Assisted Living Concepts Facilities Join WiCAL

WiCAL is pleased to announce that 10 communities from the Menomonee Falls-based company, Assisted Living Concepts (ALC) have recently joined WHCA/WiCAL.

"The Wisconsin Center for Assisted Living is stronger as an organization when we have more communities like ALC engaged in WiCAL’s efforts on education, advocacy and quality improvement," said Brian Purtell, WiCAL’s Executive Director. "On behalf of our constantly growing membership, I am pleased to welcome Assisted Living Concepts to WHCA/WiCAL."

Here is a list of the ALC communities that are now WiCAL members:

-- BROOK GARDENS ASSISTED LIVING -- LAKE MILLS
Reports Show that AL Providers Committed to Quality

NCAL released two reports on Sunday at NCAL Day that revealed 91 percent of the participating assisted living providers measure resident and family satisfaction levels, and overall 71 percent of staff remained working at the same community in 2011.

The statistics are from the "NCAL 2012 Assisted Living Performance Measures Survey" which was limited to NCAL members, and the "NCAL 2011 Assisted Living Staff Vacancy, Retention, And Turnover Survey (VRT)" which fielded responses from NCAL, Leading Age, American Seniors Housing Association, and Assisted Living Federation of America members. This is the third consecutive year NCAL has issued these reports. Together these reports cover 10 performance measure areas that are essential to delivering high quality care.

This year the 2012 Performance Measures Survey contained additional questions about employee programs that may help staff stability. Among these findings are:

-- 98 percent of survey respondents reported having formal employee training,
-- 87 percent tracked turnover and retention, and
-- 76.2 percent of respondents had employee recognition programs.

The VRT survey covers retention, vacancy and turnover rate for five job categories and 16 job positions. The overall retention rate for all assisted living employees was 71 percent, overall turnover rate 25 percent and overall vacancy rate was 2 percent. The category with highest retention rate was Administrative and Management with 84 percent, and the food services category had the lowest retention rate with 72 percent.

While the overall vacancy rate across all major assisted living job categories is low, nursing staff had the highest vacancy rate with 3 percent and the highest turnover (29 percent). NCAL members who would like a copy of the NCAL 2012 Assisted Living Performance Measures Survey, contact Lisa Gluckstern.
Assisted Living Nurses Association will hold a national networking conference call for licensed nurses working in assisted living communities. Mark your calendars for the call on Friday, Nov. 1, 2012 at 1 p.m. EDT. The topic of the teleconference will be forthcoming after the AHCA/NCAL Convention & Expo.

To access the conference call, dial 888-394-8197 and use access code: 247577

Contact Lindsay Schwartz at NCAL or Josh Allen at jallen@alnursing.org with any questions or for more information.

WHCA/WiCAL News

Survey Results Show Positive Perceptions

National Research Corporation (NRC) released its annual satisfaction reports for skilled nursing care centers and assisted living communities (My InnerView is a product of NRC). According to the studies, skilled nursing satisfaction ranges from 87 percent for residents to 89 percent for families and for assisted living satisfaction ranges from 91 percent for residents to 93 percent for families (of those who responded to the surveys).

The employee engagement measures tell a similar story with regard to staff recommendation as a place to work. The top drivers for recommendation include: care and concern of staff; responsiveness of management and staff; and, competency of staff. "Safety of facility" scored as the highest non-relationship-based measure to affect customer recommendation.
The database used for the reports is the largest source for long-term care and senior living metrics in the U.S. Data include measurements from more than 7,000 skilled nursing homes and assisted living communities. The majority of the results are from AHCA and National Center for Assisted Living (NCAL) member facilities and communities.

Members Encouraged to Participate in National Quality Award Process

The [2013](#) AHCA/NCAL National Quality Award program is in full swing. AHCA/NCAL encourages all members facilities to get involved in the program. *Why get involved?* The program criteria is a powerful resource for quality improvement activities. Silver and Gold Quality Award recipients are more likely to have fewer survey deficiencies, better quality measures (such as lower use of off-label antipsychotics) and higher satisfaction scores than the national average. The Quality Award program can also help facilities meet the four AHCA/NCAL Quality Initiative goals! Lastly, Quality Award recipients receive national recognition that can assist in marketing efforts.

Facilities planning to apply for the 2013 program should submit an [Intent to Apply](#) by [November 1, 2012](#)! This is not mandatory, but there are a number of benefits associated.
-- The overall application fee is reduced by $200 at each award level;
-- Applicants who submit the Intent to Apply will receive regular communications from Quality Award staff with deadline reminders and tips on applying for the award.

To submit an Intent to Apply, facilities can simply visit the Quality Award website or email program staff at qualityaward@ahca.org for instructions.

The Bronze Criteria Series is a sequential series of videos, or seminars, that address each of the twenty Bronze Criteria. This series was developed to help applicants understand and meet the demands of the Bronze criteria. To check out this series; please download the Bronze Viewing Guide.

2013 Program Deadlines:
-- Intent to Apply Deadline (not mandatory): November 1, 2012 at 8 p.m. EST
-- Bronze Application and Fee Deadline: January 31, 2013 at 8 p.m. EST
-- Silver Application and Fee Deadline: February 28, 2013 at 8 p.m. EST

For additional information, please visit the Quality Award website (qa.ahcancal.org) or email program staff at qualityaward@ahca.org.

WHCA/WiCAL: The Wisconsin Health Care Association/Wisconsin Center for Assisted Living is a non-profit organization dedicated to representing, protecting and advancing the interests of Wisconsin’s long-term care provider community and the residents they serve. WHCA is Wisconsin’s most representative nursing home association, as it does not restrict membership to any particular segment of the industry. In addition to its advocacy on behalf of its members, staff and residents, WHCA strives to provide its membership with the benefits of affiliation through the development and dissemination of information, training, and quality improvement assistance. WiCAL advocates for assisted living facilities by helping members provide the highest quality services to the elderly and disabled citizens of Wisconsin. WHCA/WiCAL represents more than 250 facilities, their 28,000 employees and the 27,000 residents they serve.