

This Week

Senior Living Conference - September 27 & 28

This two-day conference provides attendees with a competitive advantage in today's senior living marketplace. Attendees gain valuable information from topics tailored to fit their most important needs in order to maximize the potential and quality of the service provided in their communities. The 2016 Senior Living Conference will be held Tuesday, September 27 - Wednesday, September 28 at the Hilton Lisle/Naperville, Lisle, IL.

[REGISTER HERE](#)

[E-BROCHURE](#)

2016 Licensing Agreement for Showing Movies and Videos in Senior Living and Health Care Communities

LeadingAge, Argentum and other national associations have signed an agreement with the Motion Picture Licensing Corporation (MPLC) to allow discounts on purchasing an Umbrella license for member senior living and healthcare communities. The license allows communities member communities of the national associations to comply with the US Copyright Act and show motion pictures and other audiovisual programs. This has been a major issue in the industry and the associations have been working to ensure seniors can enjoy entertainment in their communities. Residents have an automatic expectation to have these amenities in their communities.

The discount is nearly 40% for qualifying members that secure an Umbrella License before December 31, 2016. We strongly recommend taking part in this discount as securing a license can prevent communities from potential substantial fines due to non-compliance with federal copyright laws. Remember, even a resident playing a DVD for other residents in a common area in the community is considered a violation.

- Here's what you need to know about [the agreement](#) (Effective October 1, 2016):
- All communities, regardless of their type or license status, must obtain licensure for exhibitions of Videos transmitted over a closed circuit television system or in-house channel
- All communities, regardless of their type or license status, must obtain licensure for exhibitions of Videos in common areas such as a theater, lounge, or community room.
- Assisted living, nursing and rehabilitation units receive a reduced rate on the license. Minimum fees are waived for campuses that are strictly nursing, assisted living, or rehabilitation.
- A special introductory rate of only \$2 per unit has been agreed to for all assisted living, nursing, and rehabilitation units licensed before December 31, 2016. This discount reflects a savings of almost 40% off standard license fees and cannot be combined with any other discounts.
- Members the associations above receive a 10% discount on standard Umbrella License fees.
- Once licensed, an unlimited number of motion pictures and other audiovisual programs can be shown in a variety of formats. Content may be obtained from any legitimate source whether purchased, borrowed, or rented via DVD, download or streaming service.
- The Umbrella License provides the most comprehensive programming available from over 1,000 motion picture studios and producers ranging from major Hollywood studios to educational, independent, specialty, foreign language, documentary, and television producers. The license covers 1,000s of titles currently available in any legal format originally intended for personal, private use only.

To secure a license, contact MPLC directly at 1-800-462-8855 or online at www.mplc.org.

If you have any questions or concerns on this issue, please contact [Jason Speaks](#) any time.

HFS Hosts Second Set of Technical Assistance Calls for LTC Providers

A second set of Technical Assistance (TA) calls are being scheduled for LTC Providers on Friday, September 16, 2016 for Supportive Living Facilities, Nursing Facilities and Intermediated Care Facilities/IID. Similar to the September 1, 2016 TA calls, all calls are scheduled to be 60 minutes and will allow for providers to ask HFS questions regarding the Direct Billing process.

See below for times and call in numbers:

Thursday, September 16, 2016

Supportive Living Facilities – 9 a.m. -10 a.m.

Call in: 888-494-4032

Access Code: 2381855916

Nursing Facilities – 11 a.m. - Noon

Call in: 866-216-6835

Access Code: 298889

Intermediate Care Facilities/IID – 3 p.m. - 4 p.m.

Call in: 888-494-4032

Access Code: 2381855916

IDPH Announces New Section Chief for Special Investigations

Connie Jensen Division Chief Long Term Care at IDPH informed LeadingAge Illinois that effective August 16, 2016, Michelle Millard assumed the duties of Section Chief of the Long-Term Care Field Operations Special Investigations Unit. Michelle has been in an acting position since January 1, 2016.

Michelle began her career with the State of Illinois in March of 1987 at Lincoln Developmental Center as a Mental Health Technician. She obtained her nursing degree through the Upward Mobility Program and began working as a Registered Nurse in April of 2001. During the closure process at Lincoln Development Center she took a transfer to Jacksonville Developmental Center in April 2002. Due to travel distance and her long desire to have a baby, she decided to leave State of Illinois employment in October 2002 and began working at Gambro Healthcare, an outpatient dialysis clinic.

In July 2005, Michelle accepted a Corrections Nurse position at Logan Correctional Center and promoted to the Public Service Administrator-8N position (Director of Nursing) in August of 2009. She transferred to the Department of Public Health, Office of Health Care Regulation, Division of Long-Term Care Field Operations, Special Investigations Unit, in June 2013 as a supervisor for the Monitor Program.

Provider Training Question and Feedback on MDS 3.0

CMS has posted a document that provides responses to some MDS-specific questions that were received during the Skilled Nursing Facility Quality Reporting Program (SNF QRP) training events.

Topics include:

- MDS 3.0 Assessments relevant to the SNF QRP
- Part A PPS Discharge Combinations
- Section GG
- Pressure Ulcer quality measure (QM)

The document is available in the Downloads section of the [Skilled Nursing Facility \(SNF\) Quality Reporting Program Measures and Technical Information](#) webpage.

Recap of Meeting with Cigna Healthspring on Remediation Plans

LeadingAge Illinois and other provider associations recently met with Cigna officials to discuss a remediation plan regarding nursing facility providers, their contracts and claims payment for services provided to Cigna-HealthSpring (“C-HS”) customers. They expressed their hope to continue to meet and exceed both the state and its stakeholders expectations in these areas of concern.

Following are the steps that Cigna will take as a product of the joint discussions with the provider associations that were conducted recently in our meeting.

They have outlined three broad groups of nursing facility providers that they will be addressing in the remediation steps listed below:

- Existing providers that are currently participating and credentialed. There are approximately 140 providers within this category, represented by 90 provider contracts, and these providers will be re-contracted utilizing updated templates; the new contracts were issued on or before August 29, 2016.
- Non-participating and non-credentialed providers who have received a contract. There are approximately 50 providers within this second category who are represented by 20 provider contracts. These providers signed contracts a number of months ago, however C-HS did not execute them due to internal concerns about the ability of the health plan to administer correctly. These providers will be offered a new contract on or before September 6th, and credentialing updates will be required for providers in this category.
- Non-participating and non-credentialed providers desiring to join the network. Several of these providers are seeking to join our network. Once they complete the contracting and credentialing work for the providers in categories 1 and 2 above, they will assess their network capacity and whether any of the providers have relationships with beneficiaries enrolled in our plans.

Prior to implementing their new contract templates, C-HS engaged a small group of providers to review the drafts and completed testing to ensure accuracy - the feedback was favorable.

Their goal is to complete the contract process with each provider described in Category 1 above within two weeks of their receipt of the new signed contract. They hope to finalize the majority of those agreements by October 1st. The process for Category 2 providers will take longer to complete because it will include credentialing requirements. Their target date for this group is November 1st.

The C-HS configuration steps for new contracts addresses three primary provider concerns:

- The rates are adjusted to account for sequestration reductions, to keep providers whole on reimbursement;
- The rates are inclusive of an allowance for bad debt, and no year-end reconciliation will be required of providers, which will create an easier process for facilities; and
- Provisions are made for non-participating providers, to ensure they are also paid appropriately should a C-HS customer receive services out of network.

Cigna also will engage individually with facilities to discuss past payment discrepancies and will offer opportunities for reprocessing or adjustment of claims and/or negotiated settlements as appropriate. Some of those conversations are underway already and they will continue. The timeframe to resolve the eradication of payment errors will depend in part on how quickly the providers return the signed contracts. It is important to note that there will be differing solutions for each facility with varying levels of complexity; as such, they will make every effort to reconcile as quickly as possible.

Nursing Facilities Now Eligible for Reduced Rates for Telecommunications and Broadband Access Through Federal Program

The Rural Healthcare Connectivity (Act), which was passed by Congress and enacted into law on June 22, 2016, authorized eligible (NFP, rural) skilled nursing facilities (SNFs) to participate in the [Rural Health Care Program \(RHCP\)](#) to assist in payment for broadband expansion and expenses. The Universal Service Administrative Company ([USAC](#)), the administrative arm of the FCC, administers the RHCP. RHCP funding occurs on a July 1 through June 30 funding year. June 30, 2016 through July 1, 2017 is Funding Year 2016 (FY16), and applications can be made anytime within the Funding Year window. There is a \$400 million funding year cap on awards to providers during each funding year. Interested in learning more? [Sign up](#) to attend the “RHC 101: Intro to the RHC Program” scheduled for Oct. 11, 2016.

Senior Living Certification Commission Launces Certification for AL EDs

SLCC has announced its [certification for Assisted Living Executive Directors](#). Applications for the certification & registration for the fall testing period for the certification examination are now open. Successful completion of the exam is one of the requirements for attaining certification through the SLCC. October 1 marks the registration deadline for the testing period taking place this fall from October 16-December 15.

The exam provides a mechanism to measure judgment, application of knowledge and problem-solving abilities. Available at testing sites nationwide, the exam will consist of questions from the following knowledge domains: Principles and Philosophy of Assisted Living; Resident Care and Services; Customer Experience; Leadership; Operations Management; Regulatory Compliance; Sales and Marketing; and Financial Management.

The SLCC's Assisted Living Executive Director Certification program was developed by practicing subject matter experts in senior living and is based on the knowledge and skills required by the assisted living executive director, as identified through an extensive job analysis.

Source: *Argentum*

Cottage Cheese Recall in the Aurora Area

[Here](#) is a link to the FDA's website regarding a recall notice for cottage cheese packaged under the brand names: Westby, Food Club, Oberweis and Shurfine. These were distributed in the Aurora area.

Hosting a Successful Legislative Visit

The Partners in Quality program has been a strongly effective way to deliver the message to legislators on the needs and challenges of members as well as the commitment to always raising the bar for quality care and services for older adults. It has provided legislators the unique opportunity to see, first-hand, what goes on in your community, the smiles on the faces of your staff and residents and how important the community is to the legislative district. LeadingAge Illinois members provide a much needed community service.

Here are some tips on hosting your legislator for a visit, which is such an important part of our advocacy campaign:

Learn About Your Legislators. As you know, you can find just about anything on Google, but to get some brief profile information on your legislators, visit www.ilga.gov. This is the Illinois General Assembly website and is a great tool and very easy to use. Along with all legislation and laws, it also has profiles of all legislators, listing their dates served, contact info, committees and other information. For your federal legislators, you can visit www.congress.gov. In addition to information provided to you from LeadingAge Illinois on your legislator, check out their profile before meeting the legislators.

Scheduling. The best times to schedule a visit are when there is no legislative session and legislators are home in their districts (June through October). You are not precluded from calling or e-mailing a legislator to introduce yourself and inviting them in for a visit. However, LeadingAge Illinois staff are available to assist and can take all of the legwork out of the process. [Kirk Riva](#) and [Jason Speaks](#) have relationships with the legislators and are happy to schedule the visit for you. They also will attend the visit to assist.

Although you should consider inviting your legislator in at any time when they are in the district, key opportunities for visits include events you host, renovations and openings, 100th birthday parties and alike celebrations. Your legislators should always be invited to these activities.

Inform the Media. Be sure to let your local media know about the visit if you have a relationship. LeadingAge Illinois can also send a media advisory informing media of the planned visit as well as a press release after the visit with the photos. A nice element of the program has been that legislators often post photos of their visit on their social media pages (Facebook, Twitter, etc.).

Set Your Goals. You can do this on your own or with the assistance of LeadingAge Illinois. The primary goal is to familiarize your legislator with your community and its mission and services so that they see the organization as a resource. Tell your story. Share any of your innovations and tell them your success stories of your residents and staff.

Plan a Forum or Meeting with Residents. Legislators often like the opportunity to address a gathering of residents. It is an opportunity for them to give updates on district and legislative work and take questions. Invite your residents to meet their legislator and ask them their questions. Make it an exciting event. You want the visit to be a pleasant experience. Staff and residents are critical components to a successful visit.

Give a Tour. A legislative visit can take as little as an hour out of your day. Use the time wisely. An organized presentation of your community can open a legislator's eyes to the benefits of your community. It also helps you build and cement relationships with legislators and position you as a trusted resource on older adult care and services questions. When a vote comes up on the floor in Springfield, you want them to be educated on the industry, to be thinking about when they visited your community and to know that you can be counted on as a resource. Legislators learning and seeing is an important part of the visit.

Make the most of each visit. Legislators have full schedules and sometimes can be running late or need to leave early. Therefore, it is important to ensure each visit is efficient. Before they leave your community, provide them with your business card as well as written material on your community (brochure, fact sheet, etc.).

Follow Up. Another important step in a successful visit is the follow up. Promptly write your legislator a note/letter thanking them for their time and welcome them back for future visits. The thank you letter is also an opportunity for you to summarize any issues discussed or further information you want to give them on your community.

It is vital to build relationships with your legislators. Offer to be a resource on older adult care and services. Schedule a Partners in Quality visit today. For assistance, contact [Jason Speaks](#).

Looking for Partners to Improve Care Coordination in their Community

One out of every five adults over the age of 65 is readmitted to the hospital after being discharged. This is often due to care received from multiple providers in different settings. Telligen, the Quality Improvement Organization (QIO) for Illinois is looking for stakeholders across the continuum to work collaboratively to reduce avoidable hospital readmissions and or adverse drug events. You will have the opportunity to identify causes of readmissions in your community and select interventions to improve care across the continuum. Coordinated efforts of diverse providers have been shown to improve rates at a faster rate than uncoordinated ones. This will also be a great opportunity to build relationships with various providers with the common goal of improving the lives of Medicare beneficiaries. [\[Click Here\]](#)

Currently, Telligen is with Care Coordination Community teams in the following areas: Alton, Champaign, Chicago-North Side, Chicago South Land, NW Chicago suburbs, Rockford, Belleville, Chicago Southside LaSalle County, Quad Cities, Mid-Chicago, Near West Suburbs. It is never too late to join an existing Care Coordination Coalition.

Telligen is looking to expand these coalitions to the following areas: Peoria, Chicago West Side, Chicago North Shore, Springfield and Effingham. To join this initiative or for more information regarding this initiative, please contact the following staff at Telligen: [Tasha Gill](#) (630) 928-5836 or [Renee DuBois](#) (630) 928-5810.

THIS WEEK

Save the Date for the '17 Annual Meeting & Expo!

The 2017 Annual Meeting & Expo is scheduled for April 26-28, 2017 at Navy Pier, Chicago. Additional information will be posted as it becomes available at <http://annualconference.leadingageil.org/>.

THIS WEEK AT LEADINGAGE ILLINOIS

Education Event Calendar Available

This [flyer](#) contains information about upcoming LeadingAge Illinois educational programs and links to the registration site!

Strategies for Successful Implementation of the New GG Section Webinar 9/29

Beginning October 1st of this year, Skilled Nursing Facility (SNF) providers will start completing the new MDS 3.0 Section GG-Functional Abilities and Goals. This new section captures the data CMS will use in the new quality measurement that looks at "Percent of short-stay residents who made improvements in function." In order to calculate this new measure, SNF providers will gain an understanding of this new section. Section GG is very different from Section G. The goal of this webinar is to provide strategies for capturing the information needed for the functional assessment completed upon admission, for goal setting, and for achieving improvement in the identified ADLs.

[REGISTER HERE](#)

Private Pay Home Care for Senior Living Communities and Post-Acute Care

A series of three live web conferences

Session 1: Opportunities in Private Pay Home Care

Wednesday, October 5, 2016, 1:00 pm – 2:00 pm central time

Session 2: The Five Phases in Private Pay Home Care

Wednesday, November 16, 2016, 1:00 pm – 2:00 pm central time

Session 3: Conquering the Caregiver Recruiting and Retention Crisis

Wednesday, January 11, 2017, 1:00 pm – 2:00 pm central time

[REGISTER HERE](#)

Where Did the Stars Go? Webinar – October 12

As the future of health care moves toward value-based purchasing and bundled payments, quality reporting and the Five-Star Rating system becomes important not only from a marketing prospective but financially. Providers continue to have questions on the Five-Star Ratings System and how to improve their rating. This session will review the three components of the Five-Star rating system, how they are calculated and proactive ways to improve your facility's Five-Star Rating.

[REGISTER HERE](#)

Marketing Professional Certificate Program – October 28-29

During two days of intense instruction, participants learn how the following components work, how they are applied, and how they integrate with a comprehensive marketing plan and program.

Note: This program is held in conjunction with LeadingAge National's conference in Indianapolis, IN.

The components include:

- The Environmental Scan (SWAT)
- Marketing Objectives & Strategies
- Marketing & Sales Staff
- Marketing Information System
- Information Center & Resources
- Strategic Networking
- Special Events
- Creative Design & Copywriting
- Collateral Materials
- Direct Mail
- Print Media
- Electronic Media (TV & Radio)
- Social Media/Inbound Marketing
- Marketing Plan and Budget Development

[REGISTER HERE](#)

Illinois State Night at LeadingAge – October 30

Enjoy a reception for Illinois at LeadingAge! Sponsored by: CliftonLarsonAllen, Leopardo Construction, Marcum LLP, Sawgrass Partners.

When:

Sunday, October 30, 2016; 5:00 – 6:30 p.m.

Location:

Hyatt Regency Indianapolis - Eagle's Nest rooftop restaurant
One South Capitol Avenue, Indianapolis, IN, 46204

Cost:

Provider Member Rate: \$35.00

Business Partner Rate: \$75.00

Hors d'oeuvres, wine, beer and soda provided. This is a members-only event.

[REGISTER HERE](#)

Director of Nursing Services Certified Workshop – November 1-3

Take your leadership and management talents to the next level with a preparatory workshop for AADNS's Director of Nursing Services-Certified (DNS-CT) certification. Earning this credential validates your expertise, gives you the advantage among your peers, and helps you improve quality, communication, and resident care throughout the facility.

This three-day workshop will complement your nursing expertise with leadership and management skills to help you discover your true potential. Workshops are taught by individuals who go through rigorous requirements to become Master Teachers and who are experts in the field.

The DNS-CT credential is perfect for directors of nursing services, nursing home administrators, vice presidents of clinical services, and other long-term care professionals with management responsibilities.

[REGISTER NOW](#)

Supportive Living Success - Training for Providers & Reviewers

This program will be held in two locations: November 15 in Springfield and November 17 in Woodridge. Full program to be released shortly.

[REGISTER HERE](#)

Illinois Assisted Living Manager's Bootcamp

For those unable to attend our program in Springfield, we will hold another bootcamp on December 5-6 at the Hilton Lisle/Naperville, Lisle, IL

[REGISTER HERE](#)

Legislative Visits Held in Rockford, North Aurora and Chicago

The Partners in Quality campaign had a trio of successful and beneficial visits recently that have continued to educate legislators on older adult care and services and build and strengthen relationships between LeadingAge Illinois and the legislature. The recent visits were held in Rockford, North Aurora and Chicago. Check out how they went.

Mr. William Pratt, Chief Executive Officer of Wesley Willows of Rockford, and staff and residents welcomed State Representative John Cabello (R-68th District; Loves Park). Jason Speaks represented LeadingAge Illinois at the visit. **Ms. Brandi McLaughlin, Executive Assistant to the CEO, Ms. Lana Paris, Director of Fund Development and Andrea Luke, Sales Manager**, were instrumental in making the visit a success.

Lana provided an introduction of the representative before he spoke to a large gathering of residents. It was his third visit to the community. He has been in office for four years. He detailed his work in Springfield, in the district and the challenges before the Illinois General Assembly. "The elderly are who we should be taking care of," said Cabello when speaking of the state budget impasse. He explained the stopgap budget and any threats to senior and social services with a continued budget impasse. He brought with him his staff member, Chad Erickson, and encouraged residents and staff to contact him or Chad at any time to alert them to issues of concern. After taking a number of questions, he was provided a tour of the community and educated on the settings.



Pictured Above (left to right): Jason Speaks of LeadingAge Illinois, State Rep. John Cabello and Andrea Luke, Sales Manager of Wesley Willows.

Ms. Valerie Moberly, Manager of Greencastle of North Aurora, and residents and staff had a visit from U.S. Representative Bill Foster (D-11th District; Joliet). Karen Messer represented LeadingAge Illinois during the visit. **Ms. Susan Sinderson, Executive Vice President of Consegra Housing Network**, did a great job ensuring the visit was successful as well. Rep. Foster was educated on the community and issues he should be aware of. He has committed to staying in touch and has directed his Chief of Staff to meet with the staff on issues to stay up-to-date and provide assistance.



Pictured Above (left to right): Karen Messer of LeadingAge Illinois, Susan Sinderson, Executive Vice President of Consegra Housing Network and Congressman Bill Foster.

Mr. Michael Toohey, Executive Director of Norwood Life Society in Chicago, and residents and staff hosted State Representative Michael McAuliffe (R-20th District; Chicago). Kirk Riva represented LeadingAge Illinois. The representative, each year, makes an effort to reach out to and visit members in his district, in addition to meeting with LeadingAge Illinois staff in Springfield. He had a chance to meet and greet staff and residents and go on a tour to see firsthand the quality care and services provided.

If you would like to schedule a Partners in Quality visit, please contact [Jason Speaks](#).