

February 2010



Long Term Care **CONTINUUM**

Save the Dates

**Long Term Care
Administrators Week**
March 15 - 19, 2010

**Annual Convocation
and Exposition**
May 14-18, 2010
Philadelphia, PA

**Summer Leadership
Conference**
August 2-6, 2010
Southampton, Bermuda

Winter Marketplace
December 10-12
Bally's Las Vegas

Inside this Issue

From the Chair	1
President's Message	2
Winter Marketplace	3
Advancing Excellence	4
Member News	5
Functional Pathways	6
More from Winter Marketplace	7
Donations	8
Member Updates	9
Board & National Office	11

From the Chair

2009 - What a year!

First and foremost, I hope all had a safe and exciting holiday season and I wish you the best in 2010.

With 2009 now behind us, the time seems right to reflect upon where we've been and what we've accomplished together. We started the year with many questions, the most paramount being whether we'd be here and thriving in 2010. The answer, of course, is YES—and we are stronger than ever. We accomplished this through the remarkable leadership of the Board, Marianna Grachek, and staff was key. However, the most important contributors to our success were our loyal members, including YOU!

The beginning of 2009 began with the decision to divest ourselves of external contract resources in favor of in-house support. In addition to a new mailing address and acquiring new staff members, we adopted new technology and infrastructure. Those of you who have attempted any IT conversion know how difficult that can be—and ours was no exception. However, it has been completed and is now running smoothly!

Convocation was next on the agenda and needed to be an outstanding educational event. The Convocation Committee, chaired by MA Chapter President Bill McGinley and led by staffer CC Andrews, went to work. The end result was perhaps the BEST Convocation in a decade. Convocation 2009 was not only financially successful and well attended, but the quality of the program was stellar.

However, membership was perhaps the biggest story of 2009. We saw the rebirth of several ACHCA chapters last year with many more in the works! New membership also grew at a pace we've not seen in years! In 2009, we doubled our new member base from 2008. This is credited to the diligent external relations efforts spearheaded so skillfully by Marianna. The College is again a presence on the national scene...representing the voice of the long term care leader at key stakeholder tables. Our profile is elevated and the profession is responding, joining ACHCA by the hundreds!

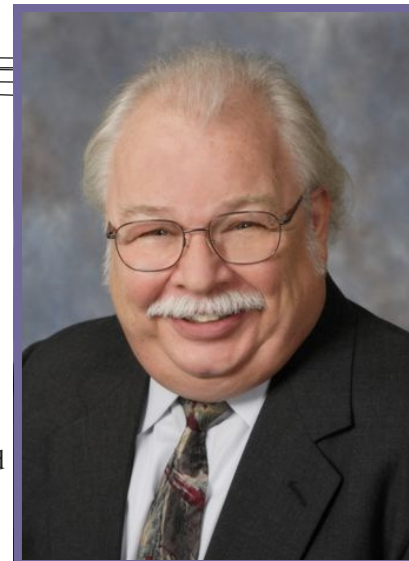
We completed 2009 with the 16th Annual Winter Marketplace in December. Thanks to Tony Restaino and his committee on an excellent job of delivering a conference to remember. This annual event continues to grow, offering all members (particularly those West of the Mississippi) a phenomenal opportunity for continuing education, professional development, and collegiality.

At the heart of it all, our success this year is due to our members, new and veteran. Without your support, our organization would not be thriving as it is today. Members, like you, have stepped up to volunteer at both Convocation and Winter Market Place to man the registration booths, monitor the educational sessions, and make sure all was running as smoothly as possible. From the bottom of my heart, I THANK YOU ALL.

As we move forward in 2010, we will still face challenges. However, we are certainly ready to meet these challenges as we continue to move towards accomplishing many goals this year. Look for exciting educational opportunities for chapters and individuals. Janet Spence is working diligently with her committees to elevate the quality and relevance of our programs on a broader scope. Watch for exciting news soon.

As I look ahead to my last five months in office, I once again want to say THANKS to all of you. The 2010 Convocation Committee, chaired by Michael Hotz, is hard at work to be sure this is the best Convocation yet. Plan to join us this year for many great educational opportunities at Convocation 2010. I look forward to seeing you in Philadelphia.

Steve Esdale, CNHA, FACHCA
Chairman of the Board



President's Message

Getting it Right



On behalf of the College Board, The Academy, and staff of ACHCA, I would like to wish our members, vendors, sponsors, and supporters a happy and healthy 2010 and also express our appreciation to everyone for the support we've received to position The College for the future.

Looking back, The College has faced some challenges in sustaining its mission, yet we have gained great momentum. Now, as we look forward, we see continued growth in both

membership and services. College leadership has been a diligent steward, carefully managing resources, and now is proud to share some of the accomplishments and solutions that have recently been achieved. The College has:

- Created an efficient, virtual office environment, reducing overhead significantly;
- Transitioned to a new database and accounting system which will soon facilitate an online member portal for member updates;
- Integrated IT services, enhancing online registration capability;
- Improved member services, including regular member communications such as E-news and *Continuum*;
- Initiated a web-based testing solution which will allow individuals to take *Long Term Living* magazine tests online with instant results and CE certificates;
- Reduced our outstanding debt significantly, improving our financial viability;
- Provided two successful education conferences in 2009; Both Convocation and Winter Marketplace were educationally and financially sound;
- Positioned ourselves, through the Academy, to:
 - Launch our mentoring initiative
 - Implement our student poster session at Convocation
 - Co-sponsor with George Washington University, the University of Wisconsin Eau Claire, and the NAB, the first Emerging Leadership Summit planned for June 2010.

We have made great strides in enhancing the value and relevance of College membership. Our mission focuses on the professional development of long term care and aging services leaders and fostering visionary leadership. Visionary leaders know where to look! They do not always look forward...they also look *backward*...making sure they "*got it right*." They look to each side...never forgetting the people *they depend on*, and *who depend on them*. Then, and only then, does a visionary leader look forward to see the future.

Our members subscribe to our Code of Ethics and make a commitment to excellence...not only demanding it from others, but personally exemplifying excellence in all that they do. They have a vision for organizational excellence. They expect that their organization is the BEST that it can be. Our members seek opportunities for organizational learning and improvement while instilling pride in their leadership and staff. ACHCA supports the *self actualization* of long term care and aging services leaders. Professional Certification and Advancement to Fellow are two ways The College promotes professional self actualization.

ACHCA also appreciates *your* continued support and dedication. Together we will "do it right," continue to prosper and thrive, and assure that The College is there to serve future leaders as well.

A handwritten signature in black ink that reads "Marianna Kern Grachek".

Marianna Kern Grachek, MSN, CNHA, CALA, FACHCA
ACHCA President/ CEO

The College extends special thanks
to Melanie Hankinson of
Functional Pathways for
designing this issue of
Continuum!

Winter Marketplace

Highlights from the 16th Annual Winter Marketplace

The 16th Annual Winter Marketplace, held December 4-6 at Bally's Las Vegas, was a resounding success. Conference participants benefitted from outstanding educational sessions, chapter development activities, and a great location.

Joel Weintraub kicked off the conference by teaching the attendees how to laugh during the current economic crisis. "Stress is something you wish you didn't have," he observed. Weintraub's fresh perspective on using humor during stressful times was well received. In fact, session attendees practiced his stress-relieving tactic of laughing out loud throughout his presentation.

The concurrent sessions were outstanding, as speakers shared their personal experiences, insights, and expertise with conference participants. Phillip Dubois

moved the audience by his personal story of becoming a resident of his own facility after a tragic car accident. The lessons he shared about his experience left audience members inspired to be better administrators in their own facilities. Joanne Smikle packed the room as she shared techniques for successful leadership and strategy.

A chapter development luncheon on Saturday drew more than 100 participants, giving them the opportunity to meet others from their state or region. Many took advantage of this event to network and discuss ways to build their chapters and districts in the months and years to come.

In short, Winter Marketplace 2009 was a huge success. Plans for our 17th Annual Winter Marketplace in 2010 are already underway. Mark your calendar to join us at Bally's Las Vegas December 10-12!



University of Wisconsin-Eau Claire students met with ACHCA Past-President Gary Riffe.



The room was packed, as Leah Klusch advised conference attendees on the Recovery Audit Contractor Program being implemented by CMS.

Advancing Excellence

Advancing Excellence in America's Nursing Homes

This is really extraordinary. Congratulations to all of us. We need our publicist to help us tell this story. Who says nursing homes are not committed to CQI? They are dead wrong. Here is our evidence.

The recruitment period of the Phase 2 Advancing Excellence in America's Nursing Homes Campaign ended at midnight January 31, 2010. There is much good news to report! First, the Campaign exceeded its own goal of 5,000 nursing homes signing up. 5,860 nursing homes, including 1,132 new participants and 4,728 re-enrollees (now Charter members of the Campaign), are now members of the Phase 2 Campaign.

In the "large-sized states" or those states with more than 344 nursing homes, Georgia recruited 99.4% of nursing homes, Wisconsin recruited 52.7% and Missouri recruited 44.8%.

In the "medium-sized states" (between 132 and 344 nursing homes), Arkansas recruited 100% of nursing homes, Kansas recruited 81.2%, and Colorado recruited 75.7%.

In the "small-sized" states, (less than 132 nursing homes), South Dakota recruited 95.4% of nursing homes, Rhode Island recruited 94.2% and New Mexico recruited 62.9%.

The Local Area Networks for Excellence (LANEs) for the aforementioned nine states will receive stipends from the Campaign to recognize their achievement. The stipends can be used for speakers or any activity to further the cause of the Campaign. For reaching 100% recruitment, Arkansas will receive an additional bonus. We will also notify the governors of these states and help the LANEs with press releases to honor their achievement.

In just three months, ten LANEs were able to surpass the three-year Phase 1 recruitment. These LANEs are Georgia, California, Kansas, Colorado, Oregon, Oklahoma, South Dakota, Rhode Island, West Virginia and Vermont. Oklahoma increased participation by 47% and West Virginia by 33%.

Ohio recruited the largest number of nursing homes (389), followed by California (382) and Georgia (357).

Congratulations to all of our LANEs for a job well-done! We will continue with recruitment - nursing homes may still join the Campaign and enjoy the benefits - but we will transition to performance improvement to make a real difference in the quality of care and life for our nation's residents.

Many, many thanks again --

One additional note: South Dakota has just reached 100%!

From: Carol Benner, ScM
National Director, Advancing Excellence in America's Nursing Homes Campaign cbenner@aahsa.org

NOTE: ACHCA serves on the Steering Committee of the Advancing Excellence Campaign.

Winter Marketplace:
Jennifer Gray accepts a complimentary Winter Marketplace 2010 registration on Chris Mason's behalf. Marianna Grachek and Michael Hotz present the registration, earned in a drawing that benefited the Academy.



Member News

Congratulations to Larry I. Slatky, CNHA, FACHCA, for being nominated and appointed Vice Chair of the Joint Commission's Long Term Care Professional and Technical Advisory Committee (PTAC)! Representing ACHCA, Larry will serve as Vice Chair for the next two years (2010-2011). In this capacity, he will serve on and represent the views of the PTAC at The Joint Commission's Standards and Survey Procedures Committee meetings (the standards approval body of the Board of Commissioners).

Winter Marketplace



Attendees from the Northwest meet to discuss opportunities to enhance their state chapters.

Models of Excellence educational round tables were popular again this year. Howard Labow presented a session on Securing Government Tax Credits.



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More from Winter Marketplace



Congratulation to Rita Lynch of Stamford, CT and Tim Dressman of Centerville, OH for being the winning team in the Top Gun Assisted Living Simulation Challenge. The four-session course, designed and presented by Christian A. Mason, helps participants fine-tune their overall management skills.

Marianna Grachek and Bina Hribik-Portello present Drew Vogel from Georgetown, OH the complimentary Winter Marketplace 2010 registration he won in a raffle benefiting the Academy of Long Term Care Leadership and Development.



Exhibitor John Sheridan of eHealth Data Solutions speaks to conference attendees about how technology can improve their operation.

Donations

All gifts, memorials, and tributes received by ACHCA are gratefully acknowledged. They honor the individual in a special way and enable ACHCA to fulfill its mission. This issue acknowledges donations received between January 1 and December 31, 2009. Donations received after December 2009 will be acknowledged in a subsequent issue of *Continuum*.

Susan Anagnostou
Thomas Armagno
Alan Bartholomew

Barbara Baxter
Lonnie Bisbano

Richard Brown

Daniel Cavolo

Kay Cottrill

C.W. Dillane

Timothy Dressman

Stephen Esdale

Daniel Farley

James Farley

Susan Farris

Lowell Fein

Mark Finkelstein

John Gage

Bruce Glass

Terri Golec

Angus Green

Hugh Hall

Michael Hotz

Robert Hurlbut

Parker Jones

Keith Knapp

James Knepler

John Koch

Brenda Lawrence

Randy Lindner

Stelling Nelson

Douglas Olson

Edna Mae Olufson-Smith

William Pascocello


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Member Updates

New ACHCA Fellows January - December 2009

Leah Klusch, FACHCA
Kevin McElroy, CNHA, FACHCA
Philip DuBois, CNHA, FACHCA
Joan Woods, FACHCA
Douglas Olson, FACHCA
Bina Hrbik-Portello, CNHA, FACHCA
Roxie Severance, FACHCA
Linda Hunter, FACHCA
Robert Reyes, FACHCA
Elizabeth Sarro, FACHCA
Connie Hawley, CNHA, FACHCA
Nancy Butner, CNHA, FACHCA
Sandra Mahoney, FACHCA

New Certified Administrators January - December 2009

Kelly A. Brady, CNHA
Peter L. Callagy, CNHA
Rodger G. Groves, CNHA
Mark C. Krueger, CNHA
Stephen C. Garde, CNHA
Jerry Rogers, CNHA
Sean Carney, CNHA
Clarissa Dewese, CNHA
Eric Hadley, CNHA, CALA
Steven Kolnacki, CNHA
Pamela Tyler, CNHA
Jennifer Fuller, CNHA
Kim Kelleher, CNHA
Julie Thompson, CNHA
Philip Dubois, CNHA, FACHCA
Timothy Legg, CNHA, FACHCA
Rob Takami, CNHA, CALA
Kathleen Connolly, CNHA
Machelle Harris, CNHA

Molly Bischoff, CNHA
Matthew Ham, CNHA
Michael Hotz, CNHA
Michael Kremer, CNHA
Maria J. Montion, CNHA
Patricia Phillips, CNHA
Deedee Bailey, CNHA
Clarissa Reynolds, CNHA
Robert Tunila, CNHA
Cydney Bare, CNHA
Melanie Eaton, CNHA
Daniel Husband, CNHA
Mary Lou Miller, CNHA
Stephanie K. Bonanzino, CNHA
Christian Shelton, CALA, FACHCA

ACHCA Welcomes the Following New Members

Sharla Aloisio - New Iberia, LA
Stephanie Aniolek - Oxford, CT
Elma Arnone - Clifton, NJ
Chris Asmann-Finch - Randolph, NJ
Patricia Benford - Rockwood, PA
John Brinkman - Fairborn, OH
Robert Britain - Wayzata, MN
Alan Chopp - Edison, NJ
Pamela Davis - Metter, GA
Penny Decker - Bartlett, TX
Rebecca Elkins - Burlington, MA
Julia Esack - North Canton, OH
Jerry Gillman - Oxnard, CA
Jeremy Gravell - Ooltewah, TN
Tom Harris - Rocky Hill, CT
Debra Hollander - Florham Park, NJ
Deborah Holling - Olympia, WA
Valerie Kettell - Carroll, OH
Dharmendar Kumar - Delhi, 110007
Marianne Laluan - Long Beach, CA

Cindy Landry - Frenchville, ME
Gary Latimer - Toms River, NJ
Michael Lodge - Glendale, CA
Donna McMahan - Dawson, GA
Gina Meltzer - Hillsborough, NJ
David Metheny - Richland, GA
Zach Mills - Westerville, OH
Latessa Morris - Walling, TN
Carolyn Morrison - Kaneohe, HI
Daniel Murray - Olympia, WA
Wendie Osborn - Prescott, AZ
Alan Peczkowski - Springfield, OH
Anne Pelrine - Tewksbury, MA
Christine Pepera - Sterling Hgts., MI
Brenda Pierce - Dewey, AZ
Lori Pomelow - Lisbon Falls, ME
John Pugh - Centerville, TN
Joy Ryan - No. Kingstown, RI
Stephanie Scalf-Leber - Marysville, OH
Carole Scillia - Middletown, CT
John Sheridan - Cleveland, OH
Jamie Siler - Cheney, WA
Barry Slotnick - Colchester, CT
Cathleen Smith - Toms River, NJ
Heather Smith - Salem, OR
Michael Stephens - Hollywood, FL
Benjamin Stiefel - Huntingdon, TN
Mark Stratton - Bridgeton, NJ
Kate Swafford - Dayton, TN
Karen Swasey-Jones - Cape Elizabeth, ME
Stacie Ward - Circleville, OH
Tammy Weaver - Palm Coast, FL
Ronald White - Round Rock, TX
Yarissa Williams - Staten Island, NY
Jeremy Yates - Elsmere, KY
Paul Yeager - Avon, OH
Russell Yoder - Wooster, OH
Ahmed Yusuf - Cheney, WA



Plan now to join
us this Spring!
May 14-18, 2010
Philadelphia, PA

visit www.achca.org

2010 Convocation and Exposition

Philadelphia



Board of Directors & National Office

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