

# Awards

## The 2008 NCCNHR Awards for Outstanding Achievement on Behalf of Long-Term Care Residents



### ELMA HOLDER FOUNDER'S AWARD

*Presented to Jeanne Reeder*

*Established in 2002 as a lifetime achievement award to honor a person whose life work exemplifies leadership in the field of long-term care reform, the Founder's Award is also a tribute to Elma Holder, NCCNHR's founder and friend.*

*Elma's personal commitment, integrity, and vision shaped NCCNHR and the long-term care system.*

Jeanne Reeder has served on the board of Kansas Advocates for Better Care since 2000. She is trained and licensed as a professional master's level social worker and holds a master's degree in religious education. Jeanne is so deeply impassioned about "doing right" by residents of long-term care that no care situation is too difficult or challenging for her to meet head on. In 2007 Jeanne designed and was the keynote speaker for a workshop on Culture Change and its implementation. Jeanne also has influenced long-term care public policy in Kansas, having been an expert reviewer on the state's PEAK (Promoting Excellent Alternatives in Kansas) program, a nursing home initiative. PEAK focuses on Alzheimer's training modules that provide guidance for implementing progressive, innovative approaches to care that should make a significant difference in the quality of care and the quality of life for those living and working in long-term care environments. The information and perspective that Jeanne added to the modules' content strengthened their value as resources to those working with long-term care residents.

Jeanne has presented concrete strategies for "Finding Joy on the Alzheimer's Journey" for caregivers at an annual conference. She has been active in statewide development of family councils, and serves in the Stevens Ministry program that offers care and support for people experiencing life difficulties. She also has been actively involved with the Mental Health and Aging Coalition at the local and state levels, and in 1998 she coordinated a statewide workshop to address mental health and aging issues.



## HOWARD HINDS ADVOCACY AWARD

*Presented to Eleanor Warner*

*The Hinds Award was established in 2005 in memory of the late Howard Hinds, a Tennessee District Long-Term Care Ombudsman. Howard was a true champion for residents and for the ombudsman program as well as a passionate advocate on national issues. The award honors an individual who has effectively advocated for residents on the local level.*

An attorney who also holds the Master of Social Work degree, Eleanor Warner joined the Cleveland area's Long-term Care Ombudsman office in 1982. As a staff member, she helped to draft state legislation that became law in 1989 and required board and care facilities in Ohio to be licensed and monitored. She became the director of the Cleveland Long-Term Care Ombudsman Program in 1996, overseeing the expansion of services to include providing information and handling complaints regarding Medicare and Medicare Managed Care. The Cleveland Foundation has funded development of the organization's database to assist consumers in choosing a long-term care facility.

Eleanor tried to retire in 2000, but at the age of 83 she still volunteers for the ombudsman program, helping to train other volunteers who continue her mission and are fortunate to witness her passion. Eleanor admits to a lifetime urge "to save the world" and is still doing the work she loves. Fighting injustice in many of its forms energizes her, she says. When she can improve the conditions of one life or affect the laws that help thousands, she is doing the work she loves.



## JANET TULLOCH MEMORIAL AWARD

*Presented to Toni Wilson*

*The Tulloch Award was established in 2000 after the death of Janet Tulloch, a nursing home resident, writer, committed advocate, and long-time member of NCCNHR's Board of Directors. It honors a citizen advocate who has worked directly with and for residents to improve the lives of residents of nursing homes and other long-term care facilities.*

For seven years, Toni Wilson was an ombudsman for Citizens for Better Care in Detroit, working with residents to improve their care in nursing homes and advocating for residents wanting to make the transition to independent living. With Toni's assistance and hard work, residents developed strong advocacy skills so they could advocate for themselves as well as others.

Toni has served on the Long Term Care Advisory Commission as a secondary consumer and was named the Chair of the Community Education/Consumer Participation Work Group. She was the Southeast Michigan Coordinator for the Michigan Campaign for Quality Care, a grassroots citizen action group that advocates for long-term care residents, and served on the Consumer Advisory Council of Michigan Peer Review Organization. She worked aggressively to promote the single Point of Entry Bill signed into law on January 21, 2007, and secured over \$150,000 in Region 1-B grants.

Toni knows law and resources, and she knows how to use her mind as well as her heart.



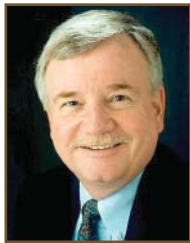
## **CERNORIA JOHNSON MEMORIAL ADVOCACY AWARD**

*Presented to George Potaracke*

*Cernoria McGowan Johnson (1909-1990) was appointed in 1974 to set up the national program of Nursing Home Ombudsmen, a task that she accomplished within a span of about three years. The award in her honor is presented each year to someone whose work has had national impact or is a model for national excellence and who exemplifies accomplishment in his or her chosen field.*

George Potaracke, the former Executive Director of Wisconsin's Board on Aging and Long Term Care and the State Ombudsman, created a national model for the ombudsman program. His staff frequently hear from their peers around the nation how his advocacy work in Wisconsin inspired them to provide aggressive, effective responses to threats directed at elderly and disabled long-term care clients, especially individuals suffering from Alzheimer's and other dementias.

George has gained the admiration and respect of legislators, administrators, and elected officials at all levels of government, as well as that of lobbyists. As a recognized leader in the field of long-term care, he has been a close colleague and resource for members of Congress from Wisconsin and around the nation. George worked directly with Senator Herb Kohl of Wisconsin on legislation that provided funding for the ombudsman program. He served as a NCCNHR board member and the board treasurer. He also was a member of the group that founded the National Association of State Ombudsman Programs and served as the organization's president.



## NCCNHR PUBLIC SERVICE AWARD

*Presented to David R. Zimmerman*

*The NCCNHR Public Service Award is given to an individual whose work has profoundly expanded coverage and public understanding of long-term care issues.*

David Zimmerman, director of the Center for Health Systems Research and Analysis at the University of Wisconsin, has conducted research on nursing home quality of care and performance measurement for more than 25 years. He was a pioneer in recognizing that resident assessment data collected in the Minimum Data Set (MDS) could be used to identify potential quality of care problems in nursing homes, and he has played a leading role in developing systematic uses of quality indicators (QIs) for quality improvement and to target areas for investigation during nursing home surveys.

Throughout this work, David has been attuned to the importance of consumers as advocates “who must be well-informed in selecting providers and vigilant in monitoring care once they and/or their loved ones are in the long-term care system.” In recent years he has been involved in monitoring 13 national and regional corporations under corporate integrity agreements with the Office of Inspector General, and in November 2007 he testified before the Senate Special Committee on Aging on behalf of greater transparency in nursing home ownership and staffing; greater scrutiny of corporations and chains, not just individual facilities, in the regulatory process; and an “increased focus on the landlord as well as the licensed provider.”