



Making It Happen

**NCCNHR**

The National Consumer Voice  
for Quality Long-Term Care

NCCNHR 33RD Annual Meeting & Conference  
October 15 – October 17, 2008  
Hilton Indianapolis

*NCCNHR Annual Meeting & Conference is hosted by:*

**NCCNHR: The National Consumer  
Voice for Quality Long-Term Care**

**United Senior Action**

**Indiana's Long-Term Care  
Ombudsman Program**



## A Message from NCCNHR's President

Dear Annual Meeting Participants:

I am delighted to welcome you to NCCNHR's 33rd Annual Meeting, "Making it Happen: Advocacy into Action ~ Action into Care." The words "Advocacy," "Action," and "Care" sum up what NCCNHR and so many of you do every day—we advocate aggressively for quality care and we care deeply about our work across the long term care continuum. At this Annual Meeting, we'll share our challenges and frustrations as well as our strategies, victories, and joy in our work. And when we leave, I know all of us will be even better advocates with more skills, a stronger voice, new colleagues and friends across the country, and renewed energy to advocate for quality care.

This Annual Meeting, like all Annual Meetings, offers an array of diverse and intriguing sessions and a number of opportunities to network and meet and enjoy each other. I hope you take advantage of everything the NCCNHR Staff and Board has worked so hard to provide in these jam-packed few days. This year, for the first time, NCCNHR has been able to host the Annual Meeting outside of the Washington, D.C. area, making it more affordable for and more accessible to many of you. I want to extend special thanks to NCCNHR Board Secretary Robyn Grant and United Senior Action, Indiana's Citizen Advocacy Group, and to the Indiana Ombudsman Program for their hard work in "Making it Happen" in Indianapolis!

Thanks to all of you for being part of our NCCNHR family and for your efforts to inform and support NCCNHR and to take our message and work across the country. I'm also deeply grateful for the extraordinarily talented and dedicated NCCNHR staff and Board of Directors. And I can't end without paying special tribute to NCCNHR's cherished Executive Director, Alice Hedt. As many of you know, after five years as Executive Director and almost ten years at NCCNHR, Alice has decided to seek some new challenges in her life. Alice's integrity, wisdom, energy, compassion, insight and ability to keep countless balls in the air has strengthened and sustained NCCNHR. But although we will miss Alice dearly, NCCNHR's staff and its board under the thoughtful and dedicated leadership of incoming president Norma Atteberry will make a smooth transition and remain the same strong, vigorous consumer voice for quality long term care. Our work goes on!

With warm best wishes,

Alison Hirschel  
*NCCNHR President*



## Making It Happen.....

### A Message from Alice H. Hedt, Executive Director

*A resident asks for blankets on behalf of his fellow residents because at night it is below 50 degrees outside and the heat has not yet been turned on.*

*A local ombudsman struggles to prioritize her day, dealing with more complaints than she can handle and not having enough funding to drive to the facilities she serves.*

*A group of citizen group members drive together to testify at a hearing, knowing that at most they will be able to speak for five minutes.*

*A family member organizes a family council meeting, only to find that the administrator refuses to put up posters announcing the time and date.*

*A state ombudsman hits numerous dead ends seeking funding so that consumers receiving services in their homes can get much needed assistance from an ombudsman.*

Day in and day out, we hear from advocates about the many problems they face trying to make quality care and quality of life happen. NCCNHR listens to your challenges and networks you with others who face similar dilemmas. We offer training, support and guidance. Most important, we base our policy work on your real life experiences. And this year, the NCCNHR Board and staff made the decision to focus our entire 2008 conference on how we can advocate as individuals and groups to bring about actions that change long-term care, resulting in sustainable real differences in the lives of consumers.

I am so happy that you are attending this conference that will:

- Strengthen your skills
- Showcase successful advocacy
- Celebrate our successes and
- Connect you with others committed to quality.

Special thanks to everyone in Indiana who made this conference possible! The participation of United Senior Action, the Indiana Ombudsman Program, and the Indiana AARP has resulted in new energy, ideas, and enthusiasm.

Most important, thanks to each of you for attending this conference. Your lives are incredibly busy and challenging. Thank you for sharing your time, your insights, your frustrations and your passion with other conference participants. Together we have and will continue to make a difference!

Alice H. Hedt,

NCCNHR Executive Director



## A Message from NCCNHR's President Elect

I am truly honored to be your President-Elect and look forward to serving you as President during the next two years. I remember my first NCCNHR Conference and how in awe I was of Elma Holder, Sarah Burger, Sara Hunt, and Barbara Frank and all of the work they had done and were continuing to do for long term care residents. Over the years, since that first conference I attended at the 4-H Center, I have met and gotten to know so many more of you and the tremendous work you are doing in your states and communities.

I got involved in long term care in much the same way that many of you did. In 1983, as a Registered Nurse and Department Head at a large acute care hospital in Pensacola, Florida, I became horrified at the care my aunt was receiving at a nursing home. Each day after work I would run by the facility to check on her, and each day I found something terribly wrong—catheters were kinked, symptoms were ignored, residents were abused, call lights were hidden, and I could go on and on. I decided then that I would do whatever I could to make a difference in the care received by those requiring long-term care.

In 1989, the Governor appointed me to the Florida State Long Term Care Ombudsman Council. I served approximately 13 years on State and District Long Term Care Ombudsman Councils, two of those years in the early 90's as Chairman of the State Long Term Care Ombudsman Council.

Each time I came to a NCCNHR Conference, I went home energized. Repeatedly during this past year I have seen how critical NCCNHR is as an educational resource on long term care issues and as a voice for long term care consumers. Alice, Janet, Lori, Jessica, Milissa and John—and all of the NCCNHR consultants—have done a superb job. They are “the NCCNHR most people see” in D.C.—on the hill, in government offices, on committees, in meetings, and in our office. Most important of all they represent us, you and I, as NCCNHR members and supporters.

**Each one of you is critical to NCCNHR's Mission.** We need your involvement more than ever. Help us this year to increase our membership, sponsorships, and donations. We have so much we need to do, but that is only possible with increased funding. Let's work together, as never before, to support pending legislation, support resident and family councils, support Ombudsman and consumer groups, and support each other in our work.

We're excited about being in Indianapolis. The best I can wish for you is that you enjoy the conference as much as I always do. If you have suggestions or comments the Board and I would love to hear from you. My e-mail address is [NormaHAtt@aol.com](mailto:NormaHAtt@aol.com). We hope to see all of you next year in Washington, D.C. for the conference.

Norma Harrison Atteberry,  
NCCNHR President Elect



### **A Message from NCCNHR Board Member**

Unfortunately, there are many people that are in long term care. Some who are totally dependent on others (like Terry Schiavo), some like me, who are alert and aware, and every condition in-between. Making it happen is about quality of care and quality of life. Not just for long term care residents, but care givers and family members too! You know the saying that “it takes a village to raise a child”? The same applies to this situation as well. Conference attendees are the SMOKEY THE BEARS out there preventing “forest fires” of poor quality care.

Life is not a straight line, it is a circle, or maybe a sphere. and WE'RE all inside. To bring about a high standard of care and life, everyone needs to work together diligently going in the same direction. That's the only way to “make it happen”. Everyone help and/or touch one. NCCNHR's conference teaches and encourages us to do that by presenting you with the tools to accomplish changes, whether small or large. We are already losing too many in the quality care forest fires. Help put them out where and when you can.

Lynn Miller,  
*Nursing Home Resident, NCCNHR Board of Directors*

## 2008 SPONSORS

## 2008 Sponsors

### **MAKING IT HAPPEN: ADVOCACY INTO ACTION ~ ACTION INTO CARE**

*NCCNHR sincerely thanks each of its sponsors for supporting our 33rd Annual Conference and Meeting. Their support enables NCCNHR to keep our registration fees affordable and offer scholarships to those who otherwise would not be able to attend.*

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Indiana Association of Area Agencies on Aging  
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Quality Partners of Rhode Island  
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#### ***We Would Also Like to Thank:***

- United Senior Action, Indiana's Citizen Advocacy Organization, for partnering with NCCNHR to make this conference a success and for sponsoring the Family Dinner.
- The Indiana Ombudsman Program for partnering with NCCNHR to host a meeting for residents and donating gifts for conference participants.
- Governor's Council for People with Disabilities for enabling persons who receive long-term care services to participate in the conference.
- The American Bar Association Commission on Law and Aging for collaborating with NCCNHR on this conference.
- The Center for Medicare and Medicaid for exhibiting at the conference.

# PROGRAM AT A GLANCE

## Program at a Glance

### Wednesday, October 15th

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8:00a.m. – 7:00p.m.	Registration Open
8:30a.m. – 12:30p.m.	Citizen Advocacy Group Meeting <i>Breakfast and Lunch provided</i> <i>Circle City 7</i>
8:30a.m. – 1:30p.m.	Orientation for New State Ombudsmen <i>(By invitation only)</i> <i>Corydon Room</i>
12:00p.m. – 7:00p.m.	Resource Room Open
2:00p.m. – 5:00p.m.	<b>Intensives</b> ~ additional fee required * Empowering and Respecting Residents with Dementia - <i>Circle City 4</i> * Groundhog Day? Again? Common Problems in Assisted Living and Nursing Homes and How to Deal with Them <i>Corydon Room</i> * Improving Staff Stability: New Avenues for Advocacy - <i>Vincennes Room</i> * Ombudsman Basics for “New” Long-Term Care Ombudsmen - <i>Circle City 7</i>
5:00p.m. – 6:45p.m.	NALLTCO Board Meeting
5:00p.m. – 6:45p.m.	Meeting of family members hosted by United Senior Action <i>Dinner included</i> <i>This meeting is offsite and requires pre-registration.</i>
5:00p.m. – 7:00p.m.	Dinner on your own
7:00p.m. – 8:30p.m.	<b>Opening Plenary: Making It Happen: Courage, Conviction and Caring</b> <i>Monument Hall</i>
8:30p.m. – 10:00p.m.	Reception <i>Victory Ballroom</i>

### Thursday, October 16th

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7:00a.m. – 8:15a.m.	Breakfast <i>Victory Ballroom</i>
7:00a.m. – 6:00p.m.	Resource Room Open
7:30a.m. – 8:15a.m.	Orientation and Breakfast for First Time Attendees/ New Members <i>Indianapolis Room</i>
8:00a.m. – 7:00p.m.	Registration Open
8:30a.m. – 10:00a.m.	<b>Plenary Session: Making It Happen: Transforming Our Principles into Practice</b> <i>Monument Hall</i>
10:00a.m. – 10:30a.m.	Break
10:30a.m. – 12:00p.m.	<b>Concurrent Workshops</b> * Advocacy to Action: Smart Practices for Detecting, Investigating, and Resolving Cases of Elder Abuse - <i>Circle City 8</i> * Advocacy Using the Fair Housing Act <i>Circle City 4</i> * Citizen Advocates Making it Happen: The Advocacy Process - <i>Vincennes Room</i> * Conflict Resolution for Advocates: Case, Contest and Closure - <i>Indianapolis Room</i> * Two views on Improving Staff Training: CNA training and the Whole Enchilada <i>Circle City 5</i>
12:15p.m. – 1:45p.m.	Networking Luncheon <i>Victory Ballroom</i>
12:15p.m. – 1:45p.m.	NALLTCO General Meeting <i>Indianapolis Room</i>



**Thursday, October 16th Continued**

- 12:15p.m. – 1:45p.m. Resident Meeting and Luncheon  
*Corydon Room*
- Family Council Members Meeting and Luncheon  
*Circle City 8*
- 2:00p.m. – 3:30p.m. Concurrent Workshops
- \* The Advancing Excellence Campaign: Opportunity or Diversion - *Circle City 8*
  - \* Advocates and Culture Change: Roles, Opportunities and Actions - *Circle City 5*
  - \* Medicaid Waivers and Money Follows the Person Program – What Advocates Need to Know - *Circle City 4*
  - \* The Ombudsman in the Fog of Disaster  
*Vincennes Room*
  - \* The POWER of Grassroots Resident-Centered Coalitions - *Indianapolis Room*
- 4:00p.m. – 6:00p.m. NCCNHR Membership Meeting  
*Corydon Room*
- 6:00p.m. – 7:30p.m. Dinner on your own
- 7:30p.m. Dessert Social & Silent Auction  
*Victory Ballroom*

**Friday, October 17th**

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- 7:00a.m. – 8:15a.m. Breakfast
- 7:00a.m. – 11:00a.m. Resource Room Open
- 7:15a.m. – 8:00a.m. Assisted Living Consumer Alliance Meeting and breakfast  
*Circle City 4*
- 8:15a.m. – 9:45a.m. Plenary Session: Aging Advocates and the Disability Community: Perspectives on Achieving Quality Long-Term Care  
*Monument Hall*

**Friday, October 17th Continued**

- 9:45a.m. – 10:15a.m. Break
- 10:15a.m. – 11:45a.m. Concurrent Workshops
- \* Assisted Living Strategies: The Role of Fact-Finding, Resident and Family Involvement, and Media in Changing Policy and Protecting Residents' Rights  
*Corydon Room*
  - \* Consumers Always Drive True Long Term Care Reform: The Rebalancing Experience in Indiana - *Circle City 4*
  - \* How to Make It Happen: Advocate Processes and Issues - *Vincennes Room*
  - \* Knowledge As Power: Public Information as a Tool in Nursing Home Advocacy  
*Circle City 5*
  - \* Ombudsman Volunteers: Recruitment and Utilization of Student Interns  
*Indianapolis Room*
- 12:00p.m. – 1:30p.m. **Awards Luncheon sponsored by AARP**  
(Making It Happen)  
*Victory Ballroom*
- 2:00p.m. – 6:00p.m. NCCNHR Board Meeting  
*Corydon Room*
- 2:00p.m. – 6:00p.m. NASOP Meeting  
*Indianapolis Room*

**Saturday, October 18th**

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- 8:30a.m. – 12:00p.m. NASOP Meeting  
*Corydon Room*

# PRE-CONFERENCE INTENSIVES

## Pre-Conference Intensives

WEDNESDAY, OCTOBER 15, 2:00P.M. – 5:00P.M.

### INTENSIVE SESSIONS

*(Sign up at the registration desk on the second floor. \$60 per intensive.)*

These intensives have been carefully developed to provide in-depth training opportunities for those wanting to improve their knowledge and skills on a specific topic area. Each session will be interactive – filled with opportunities for discussion and participation, yet full of substantive information. There are sessions for new and seasoned ombudsmen. We encourage you to choose one that best meets your training needs.

### Ombudsman Basics for “New” Long-Term Care Ombudsmen

**Presenters:** Sara S. Hunt, Consultant, NORC, NCCNHR, NASOP, Midland, MI; Sue Wheaton, Administration on Aging, Washington, DC; Elma Holder, Founder, NCCNHR, Yukon, OK; Lori Smetanka, JD, Director, National Long-Term Care Ombudsman Resource Center, NCCNHR: The National Consumer Voice for Quality Long-Term Care, Washington, DC

*Experienced local ombudsmen are being invited to share their real life challenges and successes.*

Delve into your heritage as an ombudsman, affirm the strengths of your role, and gain a national perspective on the long-term care ombudsman program. In this session you will explore the program’s roots and how they affect ombudsman practice today. Learn why misunderstanding of the ombudsman role occurs and how to respond. Ethical considerations and core ombudsman principles will be discussed and clarified through examples. Be introduced to national resources and tools for ombudsmen. This interactive session is designed for ombudsmen who have been serving residents two years or less.

### Improving Staff Stability: New Avenues for Advocacy

**Presenters:** Barbara Frank, Consultant, B & F Consulting, Warren, RI; Cathie Brady, Consultant, B & F Consulting, Warren, RI; Linda Sadden, State Long-Term Care Ombudsman, Louisiana Governor’s Office of Elderly Affairs, Baton Rouge, LA

**Moderator:** Roy Gedat, Field Coordinator, Direct Care Alliance, Bronx, NY

Are you frustrated by the chronic staffing instability you see in too many nursing homes? Do you think that you can’t do anything about it except call the regulatory agencies?

Join a discussion about how ombudsmen and citizen advocates can work with their nursing homes to improve staffing stability. Most nursing homes will welcome assistance in this area, because instability is a staggering strain. Advocates can integrate strategies to promote staff stability into their regular problem resolution efforts for individual residents and on a facility-wide level, as well as educational activities in their communities.

The session will build on interactive learning through exercises and discussion. It will use actual situations and materials from nursing homes as springboards for discussion of advocacy strategies. Learn practical strategies for nursing homes and explore ways to bring them into play on behalf of residents. Discuss new competencies and skills this may require of you as advocates.

### Empowering and Respecting Residents with Dementia

**Presenter:** Megan Malone, M.A. CCC-SLP, Meyers Research Institute, Beachwood, OH

**Moderators:** Jessica Robertson, Ombudsman, Area 3, Warsaw, IN

This intensive offers a new optimistic vision of dementia care that will inspire you to examine your expectations of residents. Participants will learn about Montessori-Based Dementia Programming (MBDP), which was developed by the Meyers Research Institute as an innovative method of working with older adults living with cognitive and/or physical impairments. The principles of Montessori have been shown to be successful in helping individuals with Alzheimer’s lead more fulfilling lives by increasing levels of engagement and involvement in activities in persons with dementia.

Too often residents with dementia face increased isolation as many facilities’ staff and visitors focus on what residents cannot do, rather than on how residents can daily experience meaning in activities and relationships. Through videos and discussion, this session affirms that all residents of long-term care facilities, including those with dementia, have the right to live in an environment where they can have both quality of care and enjoy quality of life.

Ombudsmen, citizen advocates, family members, and others will take away resources and strategies for personal interactions with people who have dementia as well as suggestions for meaningful.

## **Groundhog Day? Again?**

### **Common Problems in Assisted Living and Nursing Homes and How to Deal with Them**

**Presenter:** *Eric Carlson, Director, Long-Term Care Project, National Senior Citizens Law Center, Los Angeles, CA*

**Moderators:** *Sherry Culp, Ombudsman & NCCNHR Board Member, Nursing Home Ombudsman Agency of the Bluegrass, Lexington, KY*

**Players:** *Debi Lee, Ombudsman, Centralina Area Agency on Aging, Charlotte, NC; Hollis Turnham, Michigan State Director, PHI, Lansing, MI*

Ever feel that you're reliving the same day, over and over again? On a bad day, your nursing facility is blaming its problems on Medicaid reimbursement rates, your assisted living facility can't meet your (or your client's) needs, or you're faced with any of a whole litany of other problems—perfunctory care plans, inadequate staffing, requirement of private duty staff, refusal to readmit, unfair evictions, and one-sided admission agreements. This session will discuss both law and strategy for dealing with common problems, beginning with an examination of the excuses, rationalizations, and misstatements that an advocate hears most frequently. The focus will be on questions and situations participants themselves submit, dramatized by distinguished members of the NCCNHR Performing Arts Players.

## **SESSION DESCRIPTIONS & SPECIAL EVENTS**

## Session Descriptions

**WEDNESDAY, OCTOBER 15, 8:30A.M. – 12:30P.M.**

*Citizen Advocacy Group Meeting*

### Breakfast and lunch sponsored by the Retirement Research Foundation

Members of Citizen Advocacy Groups will meet together to share strategies, successes and challenges. This informal session is a great opportunity to meet like-minded advocates from other states and learn what they are doing.

**WEDNESDAY, OCTOBER 15, 8:30A.M. – 1:30P.M.**

*New State Ombudsman Training (Invitation only)*

### Sponsored by the National Long-Term Care Ombudsman Resource Center

All new state ombudsmen are encouraged to attend this orientation session, specifically designed to brief you on the fundamentals needed for successful state ombudsman work.

**WEDNESDAY, OCTOBER 15, 7:00P.M. – 8:30P.M.**

### Evening Plenary

### Making It Happen: Courage, Conviction and Caring

**Welcome:** *Scott Severns, Severns Associates, Former NCCNHR President, Indianapolis, IN*

**Greetings:** *Megan Ornellas, Director Indiana Division of Aging*

**Presenters:** *Catherine Hawes, Ph.D., Regents Professor, School of Rural Public Health, Texas A&M University System Health Science Center, College Station, TX; Alice H. Hedt, MUA, Executive Director, NCCNHR, Washington, DC*

**Moderator:** *Alison Hirschel, NCCNHR President*

Advocates across the country struggle with how to bring about changes that are “real” – impacting residents and other consumers in meaningful ways – and that are sustainable over time. Limited time and limited funds have always meant that advocates must carefully choose priorities, be creative in their advocacy, and seek opportunities to make a difference. As we meet this year in Indianapolis, we look forward to a year ahead with opportunities to accomplish some of the most important regulatory and workforce reforms in decades – while facing daunting challenges from state and federal governments deeply in debt, economic instability, and political unknowns in this election year.

Catherine Hawes, whose research has informed some of the most important improvements in long-term care, and Alice Hedt, NCCNHR Executive Director and long-time activist, will explore the components of successful advocacy. They will identify the key issues that advocates should have on their radar screens to be effective in the next five years, as well as

the long-term care “hot topics” that must be addressed now to protect and empower the consumer voice. Participants will be challenged to develop long-term strategies while being open to opportunities that develop unexpectedly for the consumer voice to be heard and make a difference.



**Catherine Hawes, Ph.D.**, is a Regents Professor in the Department of Health Policy and Management at Texas A&M Health Science Center. She has led more than 25 research projects aimed at improving care of the elderly and LTC policy for such agencies and organizations as the Centers for Medicare & Medicaid Services (CMS), the US Department of Health and Human Services, the Agency for Healthcare Research and Quality, the National Institute of Justice (NIJ), the Commonwealth Fund, the Retirement Research Foundation, AARP, and the Alzheimer’s Association, as well as for state agencies. Prior research projects include *Analysis of the Effect of Regulation on Quality in Board and Care Homes*; *the first National Study of Assisted Living for the Frail Elderly*; *the Complaint Investigation Improvement Project* that evaluated state and federal processes and policies and made recommendations to CMS on how to improve the process; and *the Development and Evaluation of the National Nursing Home Resident Assessment System and Database*, the system commonly referred to as the MDS. She served on the Institute of Medicine’s Committee on Nursing Home Regulation that proposed many of the provisions adopted by the US Congress in the Omnibus Budget Reconciliation Act of 1987 and established the current federal regulatory structure governing nursing homes. She and her husband, Charles Phillips, were joint recipients of the Joseph Valley Gerontologist of the Year Award from the University of Texas Center on Aging in 2001 and of the 2005 Public Service Award from NCCNHR.



**Alice Helene Hedt** became the Executive Director of NCCNHR: The National Consumer Voice for Quality Long-Term Care in January 2004 following a 20-year career in advocacy and long-term care. At NCCNHR, Alice leads a coalition of group and individual members that advocate for person-directed quality care through effective citizen groups and ombudsman programs, promoting best practices in care delivery, public policy that is responsive to consumer needs, and enforcement of consumer-directed living standards. She is responsible for the day-to-day management of the organization, reporting to a 22-member Board of Directors representing NCCNHR’s membership of citizen groups, ombudsman programs, advocacy organizations, resident and family councils, and other

concerned individuals, including residents, other long-term care consumers and their families. Before becoming Executive Director, Alice had been the Director of the National Long Term Care Ombudsman Resource Center at NCCNHR since May 1998. Funded by the Administration on Aging, the Center provides support, technical assistance, training and research for the 53 state and 600+ local ombudsman programs who serve the 2+ million residents in nursing homes, assisted living, and other board and care facilities. She served as one of the first regional ombudsmen in North Carolina, advocating for 12,000 residents in an eight-county area from 1980 - 1991. In this position she organized the Long Term Care Coalition to address quality of care issues and chaired the North Carolina Regional Ombudsman organization. Interested in all aspects of the continuum of care, she has also developed and administered community-based programs, including adult day care centers, respite care, a case management alternative to nursing homes, and holistic aging services in public housing for older adults.

**NCCNHR PUBLIC SERVICE AWARD**  
PRESENTED TO DAVID R. ZIMMERMAN

**WEDNESDAY, OCTOBER 15, 8:30P.M. – 10:00P.M.**

**Opening Reception**

*Featuring Eninimef Quartet*

**THURSDAY, OCTOBER 16, 8:30A.M. – 10:00A.M.**

**MORNING PLENARY**

**Making It Happen: Transforming Our Principles into Practice**

*Welcome: Norma Atteberry, NCCNHR President Elect*

*Presenter: David Farrell, MSW, LNHA, SNF Management, Berkeley, CA*

*Moderator: Hollis Turnham, Michigan Policy Director, PHI, Lansing, MI*

*Responders: Genevieve Gipson, RN, Director, Career Nursing Assistants Programs, Norton, OH; John Booker, CNA; Board Chair, Direct Care Alliance; Director, National Association of Direct Care Workers of Color, South Bend, IN*

Advocates across the country are frustrated that their vision for quality care and meaningful life opportunities are not being experienced by most long-term care residents. While many advocates have long maintained that workforce issues are equivalent to quality, they are discouraged that high turnover, low staffing, and frustrated workers continue to result in poor care and little quality of life. Advocates across the country are frustrated that their vision for quality care and meaningful life opportunities are not being experienced by most long-term care residents. While many

advocates have long maintained that workforce issues are equivalent to quality, they are discouraged that high turnover, low staffing, and frustrated workers continue to result in poor care and little quality of life.

This session brings hope to consumers and their advocates that transformational change can happen! From his unique perspective as a nursing home administrator, quality expert and certified nursing assistant, David Farrell focuses on three factors needed for high performing facilities – culture, workforce commitment and leadership. His analysis of current research coupled with concrete experience in changing facilities from low to high performers demonstrates that tangible actions by providers can result in sustainable improvements in care. Consumers will learn strategies for making our principles – respect, individualized care and positive worker/consumer relationships – become practices in ALL settings.



**David Farrell** has spent his entire 21-year career in the long-term care profession. He started his career as a nursing assistant in order to earn extra money while attending college. The nursing home where he worked was close to campus and he made a habit of visiting the residents on his days off. Ultimately, David was fired from his first job in LTC for consistently violating a strict facility policy – no

employee is allowed in the building if they were not on-duty working. That experience inspired him to earn a Master's degree in Social Work, with a concentration in Gerontology and Administration from Boston College. Immediately upon graduation, he began his career as an innovative nursing home Administrator who challenged such policies. Beginning in 2002, David played a lead role with the state Quality Improvement Organizations when they began the National Nursing Home Quality Initiative in 2002. A published author and sought after public speaker; David has inspired LTC leaders in 46 different states to embrace person-directed care. Currently, David is the Director of Organizational Development for SnF Management where he coaches leadership teams in 30 nursing homes in California as they implement culture change and quality improvement.



**Genevieve Gipson** sponsors the National Network of Career Nursing Assistants, a nationwide organization for workers in long term care. She founded and is sponsor of Nurse Assistants' Week and Career Nurse Assistants' Day, recognized nationwide since 1985. As director of Career Nurse Assistants Programs in Norton, Ohio, she assesses, develops, and conducts training programs for train-

ers, administrators, directors of nursing, and direct care personnel in nursing homes and other long term care settings in Ohio and other states.



**John Booker** is a Certified Nursing Assistant who has dedicated himself to organizing direct care workers to advocate for themselves through coalitions. He chairs the Direct Care Alliance after having served on its board since it started ten years ago. He is the Director of the National Association of Direct Care Workers of Color, Inc., President of

the Indiana Caregivers Association, and the former Chair of the National Taskforce on Male Nursing Assistants. He is an expert on frontline staffing issues including racism and CNAs, OSHA, and recruitment. John continues to work as a CNA serving people in their own homes while working with a variety of coalitions to promote quality long-term care from a direct worker perspective.

**THURSDAY, OCTOBER 16, 10:30A.M. – 12:00P.M.**

### **Advocacy to Action: Smart Practices for Detecting, Investigating, and Resolving Cases of Elder Abuse**

**Presenter:** *Catherine Hawes, Ph.D., Regents Professor, School of Rural Public Health, Texas A&M University System Health Science Center, College Station, TX*

**Moderator:** *Debi Lee, MA, Lead Regional Ombudsman, Centralina Area Agency on Aging, Charlotte, NC*

This workshop focuses on elder abuse in residential care facilities (RCFs) such as assisted living, personal care homes, adult congregate living facilities and unlicensed board and care homes. Learn about findings from an on-going National Institute on Justice funded study of how states detect, investigate and resolve issues of resident abuse in these settings. Examine the unique roles of state licensing agencies, ombudsmen programs, and Adult Protective Services as well as their interaction with law enforcement agencies. “Smart practices” that really work to address elder abuse will be described. Barriers to detection and prevention of elder abuse will be discussed in an interactive session with many opportunities for audience participation.

### **Advocacy Using the Fair Housing Act**

**Presenter:** *Holly Robinson, J.D., Associate Staff Director, ABA Commission on Law & Aging, Washington, DC*

**Moderator:** *Jessica Barker, Policy Associate, National Association of State Units on Aging, Washington, DC*

The Fair Housing Act gives residents of assisted living and other senior housing powerful self-advocacy tools and protections from discrimination based on disability. Yet many residents and long term care advocates are unaware of the important housing rights the Act provides, especially the

disability mandates. Session attendees will learn about these tools and protections and how to exercise them, and discuss incorporating Fair Housing Act provisions into state assisted living laws as an effective means of educating residents and advocates about these valuable housing rights that assist residents in remaining in the place they call home.

### **Citizen Advocates Making It Happen: The Advocacy Process**

**Presenters:** *Alison Hirschel, Esq., NCCNHR Board President, Michigan Campaign for Quality Care, Lansing, MI; Wes Bledsoe, Founder, A Perfect Cause, Oklahoma City, OK*

**Moderator:** *Lydia Williams, Legal Council for the Elderly, NCCNHR Board Member, Washington, DC*

Things are happening in long-term care advocacy, and people in *NCCNHR's network are making it happen!* This session will explore two very different approaches to systemic advocacy, both of which have been successful. The two types of advocacy are (1) broad, collaborative legislative and administrative advocacy, and (2) Lightning Rod Advocacy – the power of one person or a small group of people to move an issue. Participants will learn about the importance of selecting appropriate advocacy forums, timing, seizing opportunities, and knowing your allies and how to work with them, as well as demonstrating that a focused campaign can raise a sleeping issue and move it forward to successful legislation. Examples will center around the accomplishments of the Michigan Campaign for Quality Care related to the nursing home certificate of need process, dual certification issues, and funding for home and community based care, and A Perfect Cause's successful campaign to pass Oklahoma's Sex Offender Long-Term Care Facility Bill. The session will demonstrate how you can use these advocates' strategies for long-term care advocacy issues in your state.

### **Conflict Resolution for Advocates: Case, Contest and Closure**

**Presenter:** *H. Wayne Nelson, Ph.D., Professor, Towson University, Department of Health Science, Towson, MD*

**Moderator:** *Heather Bruemmer, State Long-Term Care Ombudsman, Madison, WI*

This highly interactive training workshop introduces the LTC Ombudsman Conflict Assessment Instrument as part of the presentation of a basic “all situations” model of conflict management. This model is specifically designed to be used by patient advocates to resolve problems with a range of “difficult people.” The workshop covers conflict solving tactics, appropriate personal styles, how to “close a case” packaged in an often used and well tested method on how to get people to pay close attention and to change minds that don't want to be changed.

## Two Views on Improving Staff Training: CNA training and the Whole Enchilada

**Presenters:** Hollis Turnham, Michigan Policy Director, PHI, Lansing, MI;  
Steve Edelstein, J.D., National Policy Director, PHI, New York, NY

**Moderator:** Paul Chase, Associate State Director for  
Public Policy, AARP Indiana, Indianapolis, IN

For many years, advocates have sought to increase training as an action that would result in concrete improvements in the care and life of residents. With the 2008 Institute of Medicine recommendation that training for CNAs and home health aides increase to 120 hours, there is renewed interest and activity in improving training for all direct care workers. Michigan and Pennsylvania are tackling different parts of the long-term care system—creating CNA training standards that exceed current federal minimum and “the whole enchilada”—direct care workers employed throughout the array of aging and disability services and supports. This workshop will share the research and recommendations created by both initiatives as well as the policy lessons.

**THURSDAY, OCTOBER 16, 12:15P.M. – 1:45P.M.**

### Family Council Members Meeting and Luncheon

**Presenters:** Bob Vines, President, Ohio Regional Long-Term Care Ombudsman Association (OARLTCO), Cincinnati, OH; Betti Weimersheimer, Executive Director, FRIA, The Voice & Resource for Eldercare with Dignity, New York, NY; Mary Spicci, President, Morrow Memorial Home Family Council, Sparta, WI

**Facilitator:** Jessica Brill, MPA, MA, Project Coordinator, NCCNHR, Washington, DC

This meeting is to stimulate family council development by providing an opportunity for family members and family council members to network, share, learn from one another, and learn about resources that are available to them. Anyone interested in the topic of family council development is welcome to attend!

**THURSDAY, OCTOBER 16, 12:15P.M. - 1:45P.M.**

*Networking Luncheon*

Take a break to enjoy lunch with your colleagues.

**THURSDAY, OCTOBER 16, 12:15P.M. – 1:45P.M.**

*Resident Meeting and Luncheon*

### Sponsored by NCCNHR and the Indiana Ombudsman Program

All residents are invited to meet together for lunch and discussion. This informal gathering will connect you with other residents who want to

improve nursing homes. Discuss your concerns about nursing homes with NCCNHR Board member Hilke Faber and others. Lunch will be served in the room where the meeting is held.

**THURSDAY, OCTOBER 16, 12:15P.M. – 1:45P.M.**

*NALLTCO Membership Meeting and Luncheon*

### Sponsored by NALLTCO

All local ombudsmen (including volunteers) are encouraged to participate in NALLTCO’s Annual Meeting. Discuss NALLTCO current activities and plans for the future. Elma Holder, guest speaker.

### Advancing Excellence: Opportunity or Diversion

**Presenters:** Carol Benner, Sc. M., Field Director, Advancing Excellence Campaign Washington DC 2008; Heather Bruemmer, Wisconsin State Ombudsman, Madison, WI; Wendy Meltzer, Executive Director, Illinois Citizens for Better Care, Chicago, IL

**Moderator:** Diane A. Menio, Executive Director, CARIE, Philadelphia, PA

The Advancing Excellence in America’s Nursing Homes Campaign has completed two years of national, state and facility involvement to address eight goals. While there appears to be some improvements in restraint usage and consistent assignment, advocates have concerns about the validity of the Campaign and differences of opinion about the legitimacy of the Campaign in their advocacy efforts. Learn about the current status of the campaign including state facility participation, statistical findings, and how your state compares with others. Dialogue with other advocates about whether this Campaign is an opportunity to drive needed changes or a diversion from important advocacy values.

### Advocates and Culture Change: Roles, Opportunities and Actions

**Presenters:** Rose Marie Fagan, Pioneer Network Co-founder, Ombudsman, Rochester, NY; Kathie J. Gately, BSW, State Long-Term Care Ombudsman, Little Rock, AR; Kate Ricks, BS, MS, Chairperson, Voices for Quality Care (LTC), Leonardtown, MD

**Moderator:** Nanya Johnson, Asst, State Long-Term Care Ombudsman, Springfield, IL

Advocates are so busy. Ombudsman programs are understaffed and under funded. Citizen advocates and family councils have more issues to address than time. How can we add one more thing to our busy days? Culture Change can be done as a part of day-to-day advocacy because culture change promotes person-directed care and meaningful staff/resident relationships.



In this session, participants will learn about the Ombudsman and Citizen Advocates role in Culture Change, and how Ombudsmen can reframe what they are already doing to include culture change information. Participants will learn how advocates are facilitating Culture change across the country through Coalitions, community activities and education. This session is designed for ombudsmen, citizen advocates, family members, residents and anyone who is interested in the consumer role in the Culture Change movement.

### **Medicaid Waivers and Money Follows the Person Program – What Advocates Need to Know**

**Presenters:** *Eric Carlson, J.D., Director, Long-Term Care Project, National Senior Citizens Law Center, Los Angeles, CA; Nancy Kirchner, Senior Policy Analyst for HCBS Rebalancing, Disabled and Elderly Health Programs Group, Centers for Medicaid and Medicare Services, Baltimore, MD*

**Moderator:** *Bill Lamb, UNC Institute on Aging, Raleigh, NC*

Medicaid Waivers and Money Follows the Person Grants are transforming the long-term care system and giving consumers more choice about where they receive services. But what services are really covered? Who is overseeing the quality? What are the federal and state goals and expectations about how these programs are implemented? This session will explain common issues in Medicaid payment for assisted living and discuss advocacy strategies both for individual disputes and with state Medicaid agencies. The session will also take a look at Money Follows the Person grant programs, and how CMS is overseeing their implementation and quality.

### **The Ombudsman in the Fog of Disaster**

**Presenters:** *H. Wayne Nelson, Ph.D., Professor, Towson University, Department of Health Science, Towson, MD; Carmen Castro, MS, CHES, Long-Term Care Ombudsman Program, Center on Aging, School of Nursing, University of Texas Health Science Center at Houston, Houston, TX; Linda Sadden, State Long-Term Care Ombudsman, Louisiana Governor's Office of Elderly Affairs, Baton Rouge, LS; Patty Ducayet, LMSW, State Long-Term Care Ombudsman, Center for Consumer and External Affairs, Texas Department of Aging and Disability Services, Austin, TX*

This presentation presents a basic overview of America's Disaster Response System in the context of the problems faced by America's elders, and especially institutionalized elders who suffered disproportionately during mass casualty events when local resources were overwhelmed. This session details the ombudsman's roles in disaster preparation, disaster response and disaster recovery. Findings from the Borchard Foundation research on the Ombudsman program's role and readiness will be presented.

### **The POWER of Grassroots Resident-Centered Coalitions**

**Presenters:** *Sharon McIntyre, ACC, Executive Director, Resident Councils of Washington, Belfair, WA; Hilke Faber, MN, RN, Founder & Advocacy Coordinator, Resident Councils of Washington, Seattle, WA*

**Moderator:** *Lynn Miller, NCCNHR Board Member, Wheaton, MD*

Residents can make change happen in their states, their communities and in their own lives by building their own coalitions and advocating in partnership with ombudsmen, staff, families and others. Learn the "how-tos" for coalition building from the Resident Council of Washington (RCW) - the only statewide, resident-directed organization governed for and by residents living in long-term care residential settings. RCW is committed to returning the "power" to the resident through Participation, Ownership, Work ethic, Education and Resident Leadership. Residents will share their thoughts and experiences through a lively, thoughtful video. This workshop introduces the RCW success story to advocates interested in developing or nurturing a local or statewide coalition and lays the foundation for a possible national network of residents.

#### **THURSDAY, OCTOBER 16, 4:00P.M. – 6:00P.M.**

*NCCNHR Membership Meeting*

All NCCNHR members are encouraged to attend as we discuss NCCNHR resolutions for 2009 and vote on NCCNHR board members. (Note: only representatives of consumer controlled group members are able to vote.) Your active participation in the discussions strengthens the organization and charts the course for NCCNHR's public policy positions.

#### **THURSDAY, OCTOBER 16, 7:30P.M.**

*NCCNHR's Traditional Social Event*

Ready, set, go and revvvv up your engines for the NCCNHR Dessert Social and Silent Auction. Enjoy dinner on your own in Indianapolis and return to the hotel for a lively party and delicious desserts. NCCNHR is known for its parties that include a silent auction, dancing, and fun activities coordinated by our energetic Auction Mamas.

**FRIDAY, OCTOBER 17, 8:15A.M. – 9:45A.M.**

## **MORNING PLENARY**

### **Aging Advocates and the Disability Community: Perspectives on Achieving Quality Long-Term Care**

**Welcome:** *Paul Severance, Founder, United Senior Action*

**Presenters:** *Alison Hirschel, Esq., NCCNHR Board President, Michigan Campaign for Quality Care, Lansing, MI; RoAnne Chaney, MPA, Health Policy Project Manager, Michigan Disability Rights Coalition, East Lansing, MI*

**Moderator:** *William Benson, The Benson Group; former NCCNHR President, Silver Spring, MD*

For many years, the disability rights community and aging advocates have moved forward on parallel but separate tracks, each focusing on issues of primary importance to their constituencies. In long term care, the two communities often collide even though they share a common desire for real reform. Their mutual goals and overlapping or identical funding streams make collaboration desirable, essential, and even inevitable on national and state levels. The complexities of joint advocacy will be explored by RoAnne Chaney, a nationally recognized expert in disability, long term care, and health policy at the Michigan Disability Rights Coalition, and Alison Hirschel, NCCNHR Board President. Their frank observations on disability culture and the differences between disability advocates' and aging advocates' agendas will challenge the NCCNHR participants to reexamine their vision for long term care reform. The session will wrestle with the two communities' different histories, vocabulary, values and identify shared goals. In addition, the speakers will acknowledge the inescapable obligation for the two communities to educate each other, seek common ground, and work together to assure that systemic change in long term care provides members of both communities with choice and a full array of quality options.



**Alison Hirschel** is President of the NCCNHR Board of Directors. She is also a co-founder of and counsel to the Michigan Campaign for Quality Care and counsel to the Michigan State Long Term Care Ombudsman Program. Alison is an attorney at the Michigan Poverty Law Program where she advocates for low income long term care consumers. She also teaches elder law at the University of Michigan Law School. Alison has been an advocate for long term care consumers for more than twenty years and worked in the Elderly Law Project of Community Legal Services in Philadelphia before moving to Michigan in 1997.



**RoAnne Chaney** is a Health Policy Project Manager for the Michigan Disability Rights Coalition. In June 2004, she was appointed by the Governor to Chair the Medicaid Long-Term Care Task Force which, in June 2005, recommended nine strategies to reform Medicaid long-term care in Michigan. Her areas of expertise are with long-term care, community integration, and meaningful consumer involvement. RoAnne has experience in disability and health care issues in Michigan. Previously, she was a Senior Program Officer and continued as a Program Consultant with the Center for Health Care Strategies where she worked on Medicaid managed care issues. She was the Operations Director for the Michigan Disability Rights Coalition from 1997-2001 where she coordinated Michigan's Assistive Technology systems change project. RoAnne was also the Associate Director of the Ann Arbor Center for Independent Living for ten years where she and a team developed a collaborative interagency process to assist individuals with a variety of significant disabilities leave nursing home settings to live in the community. RoAnne has a Bachelor of Arts in Social Work and a Master of Public Administration from Eastern Michigan University.

**FRIDAY, OCTOBER 17, 7:15A.M. – 8:00A.M.**

*Assisted Living Consumer Alliance Breakfast Meeting*

For the third year, the Alliance will meet with all who are interested in focusing on assisted living issues. Everyone is welcome to attend and learn more about Alliance activities.

**FRIDAY, OCTOBER 17, 10:15A.M. – 11:45A.M.**

*Concurrent Sessions*

### **Assisted Living Strategies:**

#### **The Role of Fact-Finding, Resident and Family Involvement, and Media in Changing Policy and Protecting Residents' Interests**

**Presenter:** *Louise Ryan, State Long-Term Care Ombudsman, Federal Way, Washington*

**Moderator:** *Toby Edelman, Esq., Senior Policy Attorney, Center for Medicare Advocacy, Washington, DC*

Advocates for assisted living residents are moving – one crisis at a time – towards creating a better regulated assisted living system. This session will explore how the Washington State ombudsman program successfully worked with residents, families, and the media to change state law to protect residents when a national assisted living chain terminated its participation in Medicaid and tried to evict residents. How the problem was addressed in legislation and in the aftermath of the legislative victory will be discussed.

## Consumers Always Drive True Long Term Care Reform: The Rebalancing Experience in Indiana

**Presenters:** June Lyle, Director, AARP Indiana State Office, Indianapolis, IN; Paul Severance, Founder, United Senior Action of Indiana, Beech Grove, IN; Duane Etienne, President, CICOA Aging and In-Home Solutions, Indianapolis, IN; John Cardwell, Executive Director, The Generations Project, Indianapolis, IN

**Moderator:** Michelle Niemier, Executive Director, United Senior Action of Indiana, Indianapolis, IN

Leaders from two key Indiana consumer organizations will offer insight into the strategic decisions and activities that led to major long-term care advocacy wins in the state. This how-to-do-it session will provide participants with a better understanding of the strategic advocacy behind successful long-term care balancing campaigns in Indiana. The presentation will also give organizations and individuals the tools needed to think through strategic coalition building, framing of the issues, targeting decision makers, and engaging volunteers and members.

## How to Make It Happen: Advocate Processes and Issues

**Presenters:** Gilbert Cruz, RRT MPA, State Long-Term Care Ombudsman, Topeka, KS; Mitzi McFatrigh, MDiv, BS, NTS, Executive Director, Kansas Advocates for Better Care (KABC), Lawrence, KS; Richard Mollot, Esq., Executive Director, Long Term Care Community Coalition, New York, NY; Kate Ricks, BS, MS, Chairperson, Voices for Quality Care (LTC), Leonardtown, MD

**Moderator:** Vivian Omagbemi, NCCNHR Board Member, Silver Spring, MD

Advocates use many different methods, mechanisms and media to promote their message. This session will feature a variety of advocates sharing the ways in which they have gone about raising public awareness, educating the public, getting on the legislative agenda, and framing an issue for the media. The session will be based on the collaboration of the Kansas Ombudsman Program and Kansas Advocates for Better Care regarding the ombudsman role in Money Follows the Person, New York's Long-Term Care Community Coalition's publication of nursing home citations and fines and their use of policy research to identify and publicize recommendations for long term care policies that benefit consumers, and Maryland's Voices for Quality Care's work on Culture Change practices and regulations. Participants will learn about the many different ways an individual or a group can get the word out to make their message heard on a particular issue, and move that issue forward, and to apply it to advocacy in their own state.

## Knowledge As Power: Public Information as a Tool in Nursing Home Advocacy

**Presenters:** Brian Olney, Organizing Coordinator, Service Employees International Union, Los Angeles, CA; Robert Bronaugh, Vice Chair, Voices for Quality Care, Chevy Chase, MD

**Moderator:** Drew Strayer, Long Term Care Ombudsman, Dayton, OH

When it is enacted, the Nursing Home Transparency and Improvement Act will greatly increase consumers' information about nursing home operators and owners. But what can advocates do in the meantime to trace who really controls all the pieces of a nursing home (real estate, operations, management) and where the money goes? A consumer advocate and a union organizer recommend strategies to identify and use data that is available now – such as cost reports and licensing, land, and business records – to identify who makes the decisions in nursing homes and who is ultimately responsible for the quality of care. The session will focus on how this information can be used to advocate for better care in a single facility or a whole chain.

## Ombudsman Volunteers: Recruitment and Utilization of Student Interns

**Presenters:** Samuel McCoy, MA, Elder Rights Vice President, Area Agency on Aging 10B, Inc., Uniontown, OH; Nancy Kaufman, RN, Volunteer Manager, Long Term Care Ombudsman Program, Uniontown, OH; Kaye Mason-Inoshita, RN, Ombudsman Program Director, Regional LTC Ombudsman Program, Portsmouth, OH

**Moderator:** Daisy D. Schmidt, MSW, Executive Director/Ombudsman, The Long Term Care Ombudsman Program of Northeast Indiana, Inc., Fort Wayne, IN

Are you frustrated in trying to bring new energy to your advocacy efforts? Do you find yourself unable to increase the effectiveness of your volunteer program? Three presenters from Ohio will explain their proven techniques for partnering with local colleges/universities and schools of law to meet your needs for committed volunteers while students meet academic standards. You'll get practical hands-on approaches on how to capture the energy and freshness of students to energize your program. Training the next generation of advocates and meeting the educational needs of students... Now that's an equation for success!

**FRIDAY, OCTOBER 17, 12:00P.M. – 1:30P.M.***Awards Luncheon***Divided We Fail: Together We Make It Happen****Sponsored by AARP**

NCCNHR will close its conference with a luncheon honoring our award members for their passionate commitment to long-term care advocacy or contributions to public understanding of long-term care issues. Join with the conference participants for this final opportunity for networking. Lift your spirits as we honor those who have made it happen in their communities and states. Thanks to the generosity of AARP, this luncheon is included in the conference registration fee.

**FRIDAY, OCTOBER 17, 2:00P.M. – 6:00P.M.****AND SATURDAY, OCTOBER 18, 8:30A.M. – 12:00P.M.***NASOP Meeting***Sponsored by NASOP**

State ombudsman programs will meet for their bi-annual meeting that includes committee meetings, updates and NASOP business.

**NCCNHR BOARD OF DIRECTORS****ELMA HOLDER FOUNDER'S AWARD***PRESENTED TO JEANNE REEDER***JANET TULLOCH MEMORIAL AWARD***PRESENTED TO TONI WILSON***HOWARD HINDS ADVOCACY AWARD***PRESENTED TO ELEANOR WARNER***CERNORIA JOHNSON MEMORIAL ADVOCACY AWARD***PRESENTED TO GEORGE POTARACKE*

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# NCCNHR 2008 LEADERS

## NCCNHR 2008 Leaders

NCCNHR thanks the following members of the NCCNHR Leadership Circle, who provide substantial financial support with generous contributions of \$1,000 or more.

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## NCCNHR Founder

### NCCNHR Founder and Friend, Elma Holder



NCCNHR welcomes our Founder to our 33rd Annual Meeting & Conference.

### NCCNHR appreciates the leadership and collaboration

The following served on the 2008 Annual Meeting Committee, the RFP review committee, and the Indianapolis site committee:

**NCCNHR Board Members:** Norma Atteberry, Hilke Faber, Robyn Grant, Alison Hirschel, Diane Menio, Lynn Miller, Vivian Omagbemi, John Weir

**Indiana Hosts:** Michelle Niemier, Michelle Robertson and the volunteers of United Senior Action; Arlene Franklin and the local ombudsmen of the Indiana Long-Term Care Ombudsman Program.

**NCCNHR Staff:** Jessica Brill, Alice H. Hedt, Sara Hunt, John Kafka, Rebecca Livesay, Lori Smetanka, Milissa Lake-Spencer and Janet C. Wells

**Special Friends:** The Auction Mamas, Cilla Laula (volunteer), Larry Foust (volunteer), Eileen Bennett (decorations and volunteer), Melva Jones (Conference Planner, Type A Events)

*This conference would not have been possible without the generous support of*  
**AARP and AARP Indiana.**

**AWARDS**



## 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.



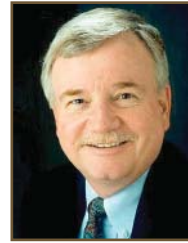
### CERNORIA JOHNSON MEMORIAL ADVOCACY AWARD

*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."

**YOUR NOTES**









[www.nccnhr.org](http://www.nccnhr.org)



# NCCNHR

The National Consumer Voice  
for Quality Long-Term Care

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