



2014 Consumer Voice Annual Conference

Hilton Crystal City at Washington Reagan National Airport
2399 Jefferson Davis Highway, Arlington, Virginia 22202

November 15-18, 2014

Preliminary Agenda

Saturday, November 15	
8:00am – 12:00pm	New State LTC Ombudsman Orientation (invitation only)
1:00pm – 5:00pm	NASOP Membership Meeting (invitation only)
5:00pm – 6:00pm	New Consumer Voice Conference Attendee Orientation
6:00pm – 8:00pm	Welcome Reception for All Attendees
Sunday, November 16	
7:30 am – 8:45am	Breakfast on your own
8:30am – 9:00am	Opening Remarks & Welcome
9:00am – 10:30am	<p>Opening Plenary- <u>Better Staffing: The Key to Better Care</u></p> <p>Staffing is critical to achieving quality care. Learn how to connect staffing to quality care using research findings and staffing data. Hear about a new database from an investigative reporter. Gain ideas about advocacy strategies and how to persuade others to join in advocacy efforts. Receive the latest updates on the Consumer Voice's national staffing campaign.</p> <p>Presenters: Jeff Kelly Lowenstein; Sarah Greene Burger; Diane Carter</p>
10:30am – 10:45am	Break – coffee available
10:45am – 12:15 pm	Workshops
	<p><u>Crafting an Effective Advocacy Message</u></p> <p>Learn how to create an effective advocacy message, tailoring that message for a particular audience, and using data to support your key points. Practice developing a message that gets across your main points and is easily understood by others.</p>

	Presenters: Kate Gordon; Sara Cirba
	<p><u>Staffing Advocacy in the States</u> Increasing staffing standards is a challenge. Hear what advocates in different states are doing to increase staffing standards. Listen to their tips, obstacles faced, and lessons learned. One state had a vigorous battle to prevent its strong staffing standards from being weakened. Learn how they succeeded. This session is an opportunity to learn from each other, share ideas and strategies, and head home with action steps and renewed energy.</p> <p>Presenters: Brian Capshaw; Mitzi McFatrach, Nancy Shaffer, Brenda Gallant</p>
	<p><u>How Medical Directors Influence Quality Care</u> Medical Directors are critical partners in the quest for quality care for residents of nursing homes, and AMDA- The Society for Post-Acute and Long-Term Care Medicine has been a leader in promoting quality medical services. Learn about the steps AMDA has taken to raise the bar on standards for achieving quality care. Engage in a thoughtful dialogue with leading physicians about expectations of medical directors and strategies for engaging them in working with advocates, residents, and families to promote quality.</p> <p>Presenters: Christopher Laxton, CAE, Executive Director, AMDA – The Society for Post-Acute and Long-Term Care; Jonathan Evans, MD, MPH, CMD, Immediate Past-President, AMDA; Leonard Gelman, MD, CMD, President, AMDA</p>
	<p><u>Transitioning Successfully to the Community</u> What does it take to help a nursing home resident successfully transition to a community based setting? During this session participants will hear from a transition coordinator and an ombudsman about their roles and the key elements in supporting an individual’s success transition. Hear also from individuals who have successfully transitioned out of a nursing home and about the successes and challenges they face.</p> <p>Presenters: Rick Eldridge, Long-Term Care Consumer; John Saulitis, Ombudsman Program Director, Long-Term Care Ombudsman Program, PSA 11, Ohio</p>
12:30pm – 2:15pm	Awards Luncheon (open to all conference attendees)
2:30pm – 4:00pm	Workshops
	<p><u>Delivering Your Message: Meeting with a Key Decision-Maker</u> Go through the steps it takes to meet with key decision-makers, such as legislators, agency heads, administrators or corporate officials, or others: determining who to meet with, assembling people to go with you, preparing for the visit, how to conduct the meeting, and follow up.</p>

	Presenters: Kate Gordon; Marybeth Williams
	<p><u>QAPI: Tools for Consumers and How to Use Them</u> Learn about the CMS consumer education and involvement tools of QAPI. How can Advancing Excellence consumer materials foster a connection with staff and assist a facility with QAPI? Hear from a consumer, co-chair of a LANE, who is using the tools to encourage facilities and consumers in achieving good care throughout her state. Ask questions, share experiences, and gain tips for advocacy.</p> <p>Presenters: Carol Scott, Field Operations Manager, Advancing Excellence; Rita Morris, RN, BSN, Consumer and Resident Advocate, Co-Convener, Alabama’s Advancing Excellence LANE; Debbie Lyons, Health Insurance Specialist, Survey & Certification Group, CMS</p>
	<p><u>Making Your Wishes Known - Advanced Care Planning</u> Towards the end of our lives, most of us want to be comfortable, with our favorite things and people around us. We have differences of opinion as to what that means, and even as to what kind of care we want. How do we let those around us know what’s important to us? In this workshop, participants will hear about the new Institute of Medicine report on End of Life, learn about a useful tool supporting Advanced Care Planning, and engage in lively dialogue around how we, as advocates, can promote end of life planning.</p> <p>Presenters: Judy Peres, LCSW-C, Expert Consultant, Clinical Social Worker, and Senior Policy Analyst for the Altarum Institute for Elder Care and Advanced Illness; Charlie Sabatino, JD, Director, American Bar Association Commission on Law and Aging</p> <p>Brief video clip about The Conversation Project</p> <p>Facilitator: Maria Greene, MS, Consultant, National LTC Ombudsman Resource Center</p>
	<p><u>Enforcement - It’s Important!</u> The OIG Adverse Events report highlighted serious problems in the nursing home enforcement system. Learn about the current system and its development and implementation; key areas of concern; and major improvements that Consumer Voice and other advocates are pursuing. Find out what you can do to advocate for change at both the state and federal levels.</p> <p>Presenters: Toby Edelman, Senior Attorney, Center for Medicare Advocacy; Cynthia Rudder, LTC Policy Expert; Robyn Grant, Consumer Voice Director of Public Policy & Advocacy</p>
4:15pm - 5:15pm	Assisted Living Consumer Alliance meeting – all invited
4:15pm - 5:15pm	National Association of Local Long-Term Care Ombudsmen (NALLTCO) Membership Meeting

5:30pm – 6:30pm	Consumer Voice Annual Business Meeting
6:30pm – 8:30pm	Reception and Video Screening – <i>The Thin Edge of Dignity</i> – Meet Richard Weinman
Monday, November 17	
7:30am – 8:45am	Breakfast on Your Own
7:30am – 8:45am	LTCOP Volunteer Management Dialogue <i>Light breakfast available</i>
7:45am – 8:45am	<u>First of Two Roundtable Discussions with Elma Holder</u> <i>Coffee and donuts will be available</i> Elma Holder, NCCNHR Founder and initial Executive Director (retired 1996), is writing a history of NCCNHR’s consumer nursing home reform movement and the history of the Nursing Home reform Law into its early years of implementation. In order to inform and enrich her project, she will welcome the opportunity to engage in an informal discussion with people who were active in early NCCNHR years and in advocacy to achieve the law. It will also be helpful to hear from newer advocates and ombudsmen who have questions about NCCNHR’s formation and questions about various components of the law. The project – funded by the Retirement Research Foundation through the Pioneer Network – will be completed by 2017, the 30 th anniversary of the law. The group discussion will also be held from 6:00pm – 7:15pm on Monday, November 17. Both roundtables will cover the same topics, so participants can choose either time slot.
9:00am – 10:30am	<u>Plenary: New Standards in HCBS Settings: What Do They Mean?</u> In 2014, CMS published regulations that establish new rights and standards for individuals receiving Medicaid-waiver services in home and community based settings. What does this mean for consumers? Do they apply to assisted living facilities? How should advocates insure the regulations are implemented in a way that truly benefits consumers? Hear the answers to these questions and more during this session and discuss strategies you can take back to your state as it begins the process of implementing these new regulations. Presenters: Eric Carlson, JD, Directing Attorney, National Senior Citizens Law Center; Ralph Lollar, Director, Division of Long-Term Services and Supports, Centers for Medicare and Medicaid Services (invited); Elizabeth Priaux, JD, Senior Disability Legal Specialist, National Disability Rights Network
10:30am -10:45am	Break – coffee available

10:45am - 12:15pm	Workshops
	<p><u>Delivering Your Message Through Traditional Approaches and Social Media</u></p> <p>Learn to effectively utilize traditional methods to communicate a message using phone calls, email, and letters to the editor; as well as how to use social media such as Twitter and Facebook.</p> <p>Presenters: Kate Gordon; Sara Cirba</p>
	<p><u>Adverse Events in Nursing Homes</u></p> <p>In February 2014 the Department of Health and Human Services Office of Inspector General released a concerning report revealing that almost one third of nursing home residents admitted from hospitals had experienced harm within the first 35 days. Hear about the report, it's findings, and recommendations. Hear also from CMS regarding its response to the report and action steps to address these serious issues.</p> <p>Presenters: Jeremy Moore, MPA, Senior Policy Analyst, Office of Inspector General, Department of Health and Human Services; Evan Shulman, Deputy Director, Division of Nursing Homes, Centers for Medicare and Medicaid Services</p>
	<p><u>Person-Centered Care Under the HCBS Regulations</u></p> <p>This session includes an overview of the person-centered planning requirements included in the new HCBS regulations. What is expected from person-centered planning? How will CMS monitor whether facilities are in fact incorporating person-centered planning into how it cares for individuals?</p> <p>Presenter: Ralph Lollar, Director, Division of Long-Term Services and Supports, Centers for Medicare and Medicaid Services (invited)</p>
	<p><u>A State Scorecard on Long-Term Services and Supports</u></p> <p>Find out how your state ranks on AARP's LTSS Scorecard, which evaluates state performance in improving LTSS in five key areas – affordability and access, choice, quality of care and life, support for family caregivers, and effective transitions. Hear about the findings of the Scorecard, the indicators that have the most impact on LTSS, and engage in discussion about how the data can be included in strategies for promoting quality LTSS in your state.</p> <p>Presenter(s): Ilene Henshaw, Director, Health & Family, State Advocacy & Strategy Integration, AARP; Enid Kassner, Vice President, Livable Communities/Long-Term Services and Supports, AARP Public Policy Institute</p>

<p>12:30pm – 2:00pm</p>	<p>Residents’ Luncheon – White House Conference on Aging Listening Session (all conference attendees invited)</p> <p>Special Guest – Nora Super, Executive Director, White House Conference on Aging; Kathy Greenlee, Administrator, Administration for Community Living, Assistant Secretary, Administration on Aging</p>
<p>2:00pm – 2:15pm</p>	<p>Break</p>
<p>2:15pm – 3:45pm</p>	<p>Workshops</p>
	<p><u>Growing, Supporting, and Activating Your Network</u> Participants in this session will learn about networks. How to grow a network by assessing your current pool, setting targets for growth, getting involved in the community, and tracking progress. Learn also how to activate your network.</p> <p>Presenters: Kate Gordon; Sara Cirba or Marybeth</p>
	<p><u>LTC Ombudsman and Protection & Advocacy Systems – Partnering to Promote Rights and Good Care</u> Participate in a discussion around natural areas of collaboration between Long-Term Care Ombudsmen and Protection & Advocacy programs to promote individual rights and better care. Discuss barriers to collaborative efforts and strategies to overcome them.</p> <p>Presenters: Elizabeth Priaulx, JD, Senior Disability Legal Specialist, National Disability Rights Network; Kelly Bagby, JD, Senior Attorney, AARP Foundation Litigation</p> <p>Facilitator: Alia Murphy, Associate, LTC Program & Policy, NORC</p>
	<p><u>Educating and Empowering Family Caregivers</u> Family caregivers provide a significant amount of care and support to loved ones receiving long-term services and supports both in long-term care facilities, and in home and community based settings. During this session, participants will engage in discussion around initiatives to support, equip, and empower families in all settings. AARP is working in multiple states in support of the Caregiver Advise, Record, Enable (CARE) Act which would require family caregiver notifications and instructions related to their loved one; and Our Mother’s Voice educates and informs family members on advocating for quality services in nursing homes.</p> <p>Presenters: Ilene Henshaw, Director, Health & Family, State Advocacy & Strategy Integration, AARP; Kathy Bradley, CEO and Board President, Our Mother’s Voice</p>

	<p><u>The Impact of Managed Care on Long-Term Services and Supports</u></p> <p>Managed care for long-term services and supports is spreading like wildfire across the country and could ultimately have a big impact on how long-term services and supports are delivered, where they are delivered, and consumer choice and options. During this session, participants will hear about how states are incorporating managed care into their state plans; how the rise of managed care systems are impacting the provision of services within the aging network; and what the possible impact will be on consumers. Think through strategies for engaging the aging network and supporting consumers through transitions to these new systems.</p> <p>Presenters: Camille Dobson, Deputy Executive Director, National Association of States United for Aging & Disabilities; Mary Kaschak, Program Manager, National Association of Area Agencies on Aging; Gwen Orłowski, Senior Staff Attorney, National Senior Citizens Law Center</p>
<p>3:45pm - 4:00pm</p>	<p>Break</p>
<p>4:00pm - 5:30pm</p>	<p>Workshops</p>
	<p><u>Assisted Living Challenges and Strategies</u></p> <p>Consumer issues in assisted living are challenging and growing ever more complex. Evictions, inability of facilities to meet level of care needs, complex contract issues – these are just some of the problems faced by residents and their advocates. In this session, participants will develop and discuss strategies for assisting and protecting the rights of residents in the assisted living setting.</p> <p>Presenters: Eric Carlson, Directing Attorney, National Senior Citizens Law Center</p>
	<p><u>Working Systemically to Improve Care</u></p> <p>LTC Ombudsmen are charged by the Older Americans Act with advocating for residents both individually and systemically. Systems advocacy can take many forms, from testifying before legislatures to participating in state culture change coalitions, or on a task force to prevent elder abuse. Hear about how two ombudsman programs have been working systemically to make a difference for residents. Exchange ideas and tips on pursuing systemic changes.</p> <p>Presenters: Darlene Cray, LTC Ombudsman, New Hampshire LTCOP; Eileen Bennett, Program Manager, Montgomery County LTC Ombudsman Program, MD; Louise Ryan, Ombudsman Program Specialist, Administration for Community Living</p> <p>Facilitator: John McDermott, Hawaii SLTCO</p>
	<p><u>Ombuds Services in Dual Demonstration Projects</u></p> <p>States implementing Dual Demonstration Projects are increasingly including a provision for Ombuds Services. What does this provision mean? How are states implementing it?</p>

	<p>What is the relationship with the Long-Term Care Ombudsman Program? Find the answers and more during this session.</p> <p>Presenters: Eliza Bangit, Director, Office of Duals Demonstration Ombudsman Technical Assistance Program, Administration for Community Living; Becky Kurtz, Director, Office of Long-Term Care Ombudsman Programs, Administration for Community Living; Joani Latimer, Virginia State LTC Ombudsman; Joe Rodrigues, California State LTC Ombudsman</p>
	<p><u>Moving the Needle on Elder Abuse</u></p> <p>What can advocates do to move forward the discussion and work about elder abuse? Hear about the areas of focus identified in the Elder Justice Roadmap and engage in a discussion about how the aging network can get involved in activities at the federal, state, and local levels.</p> <p>Presenters: Andy Mao, JD, Senior Counsel for Health Care Fraud and Elder Abuse, Department of Justice; Laura Mosqueda, MD, FAAFP, AGSF, Director, National Center on Elder Abuse (invited); Lori Smetanka, Director, National LTC Ombudsman Resource Center</p>
6:00pm – 7:15pm	<p><u>Second Roundtable Discussion with Elma Holder</u></p> <p>Elma Holder, NCCNHR Founder and initial Executive Director (retired 1996), is writing a history of NCCNHR’s consumer nursing home reform movement and the history of the Nursing Home reform Law into its early years of implementation. In order to inform and enrich her project, she will welcome the opportunity to engage in an informal discussion with people who were active in early NCCNHR years and in advocacy to achieve the law. It will also be helpful to hear from newer advocates and ombudsmen who have questions about NCCNHR’s formation and questions about various components of the law. The project – funded by the Retirement Research Foundation through the Pioneer Network – will be completed by 2017, the 30th anniversary of the law. <i>Light snacks/drinks provided</i></p>
6:00pm – 8:00pm	<p>Ombudsmanager Users Group Meeting <i>Light snacks/drinks provided</i></p>
6:00pm – 8:00pm	<p>Consumer Voice Governing Board and Leadership Council Meetings</p>
Tuesday, November 18	
7:30am – 8:30am	<p>Breakfast provided</p>
9:00am – 12:00pm	<p><u>Plenary – Developing Strategies and Partnerships in the Search for Person-Centered Care</u></p> <p>What elements are essential to achieve and sustain person-centered care? How can advocates use these elements in their advocacy and consumer education? What does person-centered care mean for an individual with dementia who</p>

	<p>cannot say what they want? How can we put the focus on meeting the needs of the resident rather than just responding to behaviors? Be prepared for an engaging, interactive session where you will learn tips, strategies, and communication techniques to use in promoting person-centered care for all residents of long-term care facilities.</p> <p>Presenters: Barbara Frank & Cathie Brady – B&F Consulting</p>
12:00pm – 12:15pm	Conference Closing