



ORGANIZATIONAL EXCELLENCE

survive
**VISION
2020**
thrive



More than 100 CEOs and other leaders filled the La Guardia Marriott's ballroom April 19-20 for NYAHS's Vision 2020 CEO Summit.



Judith Fenster, senior vice president and administrator of Amsterdam Nursing Home Corporation, continues a program discussion with Jim Davis, president/CEO of Amsterdam.



Kristen Myers, NYAHS's senior director of member services, reports her group's determinations to the assembly.



John Ahern, CEO of Field Home-Holy Comforter, and Natasha Louissaint, vice president of The Silvercrest Center for Nursing and Rehabilitation, during group discussion.



David Dunkelman, CEO/president of The Harry and Jeanette Weinberg Campus, takes notes during one of the Summit presentations.

Dear NYAHS Members,

Our CEO Summit was unlike any gathering I've ever seen. More than 100 leaders in our field came together and dissected the unprecedented challenges and uncertainties New York providers face in the years ahead. It's clear that senior living and services providers must change to do more than survive, and it was clear at the Summit that our members intend to THRIVE.

The Summit laid the foundation for the generative blueprint work we've begun together, and the seminal ideas that took root there have the potential to transform the way you do business and the way New Yorkers are cared for as they age.

To those who attended this intensive event, my deepest thanks and admiration. If you weren't able to participate, it's never too late to join this initiative. Our Spring Institute in May will offer ample opportunities to react to and further develop the results of the Summit, and your participation at Spring Institute is absolutely essential.

The changes ahead are overwhelming, but I am confident that our collective ability to lead the state in new models, designs, paradigms and ideas is without parallel. Time is running out to create the future; I urge you to join us.

With gratitude,

Dennis

Dennis



Here's an update on NYAHSAs advocacy efforts and initiatives:

Partners in Quality Awards

Member organizations and programs have given out 35 Partners in Quality awards to their state and federal lawmakers, recog-

nizing their dedication to issues affecting the lives of New York's frail and elderly. If you want to honor your lawmakers as Partners in Quality, NYAHSAs will provide the award and assist you with the details. Contact Alyssa Lovelace at alovelace@nyahsa.org or 518-449-2707, ext. 155.

The other face of the Partners in Quality initiative is the **Families and Friends** program, which mobilizes the passion of those who know and love those in our members' care. There are 465 people in the program who will, at NYAHSAs request, click and send prewritten letters to their state lawmakers on issues of importance to NYAHSAs members. All that's required are Internet access, a few minutes a month and a willingness to make a difference. If you haven't promoted the Families & Friends program within your organization, please contact Alyssa Lovelace

(alovelace@nyahsa.org or 518-449-2707, ext. 155) for materials and information. Imagine the power of thousands of voices advocating for your residents!

Last month, NYAHSAs held a Virtual Lobby Day, during which we asked members as well as NYAHSAs staff to call and e-mail their state legislators about Medicaid cuts.

Only 150 people participated, including NYAHSAs staff. Please be on the lookout for other advocacy

efforts – we really do need your help!

Advocacy Day on March 3 brought 154 members to Albany for face-to-face meetings with legislators and their staff. Our members were passionate about the mission and opposing further cuts to Medicaid. If you participated, congratulations on a job well done. If you didn't, we expect to see you next year! ♦

Advocacy Day brought 154 members to Albany for face-to-face meetings with legislators and their staff.

ADVISOR

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Founded in 1961, NYAHSAs represents more than 600 not-for-profit, public, and mission-driven continuing care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living, and community services providers.



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If Erica Salamida and Sue Bassen had known how tough the task would be, they would never have agreed to judge this year's NYAHSA Art Exhibit.

The two walked into NYAHSA's conference room on March 17 and saw nothing but art – on the walls, the chairs, the floor, the table. Curator Earl Gifford had carefully displayed each of the 275 pieces of artwork that came in for this year's juried show; Ms. Salamida, director of recreational therapy at Albany County Nursing Home, and Ms. Bassen, director of therapeutic activities at The Hebrew Home for the Aged at Riverdale, had the daunting task of choosing just 70 for the traveling exhibit, and from those, a best-in-show winner and nine merit and



honorable mention winners. It took hours, but in the end, the two whittled the entries down to 70, though each elimination was carefully considered and reconsidered. Fifty-seven NYAHSA staff members each chose one piece of art for their offices, and a panel of staffers chose 45 works to be displayed in the common areas of NYAHSA's headquarters, under the title "NYAHSA Gallery." Best in Show was awarded to "Wintergarden Koi," a painting by William S. Countryman, 79, who lives at Masonic Care Community of New York.



Artist Lloyd Prescott, 89, of Eddy Memorial Geriatric Center, Troy, examines the painting hanging below his own during the exhibit's grand opening in the Empire State Plaza Concourse.

Sue Bassen, left, director of therapeutic activities at The Hebrew Home for the Aged at Riverdale, and Erica Salamida, director of recreational therapy at the Albany County Nursing Home, choose the winners.

The 70 pieces chosen by the judges debuted at an opening reception in the Empire State Plaza concourse on April 13, attended by state leaders and employees, lawmakers, NYAHSA members and their residents and registrants. The show will make the first of its nine three-week stops at the beginning of May. By year's end, every piece of art will be back in the hands of its creator, and the call will be out for submis-



by William S. Countryman

sions to the 2011 NYAHSA Art Exhibit.

Contributing artists are residents of NYAHSA's member facilities, registrants of ADHCC's member programs and staff and volunteers of both.

NYAHSA President/CEO Dennis R. Bozzi said the artwork is a microcosm of the spectrum of contributions that NYAHSA members' residents, registrants, staff and volunteers make every day.

"NYAHSA's members provide the highest quality care to their residents and registrants," Mr. Bozzi said, "and we believe this art exhibit exemplifies that integrity through the perspective of the artists. Sharing their talents with you reaffirms their place in society as productive, creative people no matter what physical, emotional or age-related barriers they may face." ♦

NYAHSA members hosting the show

May

Western Region

The Pines Healthcare and Rehabilitation Centers-Machias Campus, Machias

June

Rochester Region

Jewish Home of Rochester

June/July

Southern Tier Region

New York State Veterans Home at Oxford

July

Central Region

Van Duyn Home & Hospital, Syracuse

August

Northern Region

St. Joseph's Home, Ogdensburg

August/September

Capital Region

St. Peter's Nursing and Rehabilitation Center, Albany

September

Hudson Valley Region

Andrus on Hudson, Hastings-on-Hudson

October

New York City Area

The Hebrew Home for the Aged at Riverdale/Palisade Nursing Home, Bronx

October/November

Long Island Area

Orzac Center for Extended Care & Rehabilitation, Valley Stream

Managing difficult behaviors in dementia residents:

A midnight snack program

Sometimes, a solution can be as simple as a sandwich.

Like many other nursing homes, Parker Jewish Institute for Health Care and Rehabilitation had some residents with dementia who were prone to wandering at night, often exhibiting difficult behaviors. Concerned about falls, the staff was reticent about medication that would make the residents sleepy.

The solution began with the insight of a CNA one night in 2007, then became the subject of careful study and was formally presented at the recent Aging In America Conference in Chicago: Making late-night snacks available to elderly dementia patients helps reduce the risks of

accidents associated with nighttime wandering.

One night in 2007, a CNA observed a patient get out of bed at about 2 a.m., as was his custom, pick up his newspaper and head down the hall. He was preparing to “go to the market,” which had been his pattern when he was working. The CNA saw him and thought, “If he was going to work, he should eat a little something.”

After having a slice of cake and a beverage, he went back to bed.

Thus began the “midnight snack program” on Parker’s “8 South.” By 2008, Parker was providing snacks for the nighttime wanderers: cake, sandwiches, cookies, pudding, Jell-

O, juices and coffee, as well as sugar-free snacks. Since the snack program began, the difficult behaviors characteristic of the wanderers have all but disappeared, and related falls and injuries have decreased by 50 percent.

This significant finding was presented by Parker’s vice president of Patient Care Services, Sylvia Williams, RN, BSN, MA, together with RN Manager Aura Gordon and Deputy Director of Parker’s Nerken Center for Research and Grants, Nicole Andreoli, Ph.D.

For more information on the program and its benefits, contact Sylvia Williams at swilliams@parkerinstitute.org or 718-289-2220. ♦

Job Mart

See the full text of these and other ads by visiting the NYAHSa Job Mart and Career Center online at www.nyahsa.org.
For customer service, call 1-888-491-8833, ext. 1593.

Director of Case Management, RN - Assisted Living, Eger Harbor House Assisted Living Facility, Staten Island: Member of management team for a mid-sized Staten Island Assisted Living Facility. Registered nurse with an associate or advanced degree. Good business acumen, strong interpersonal, multitasking and management skills required. Previous experience in a management role at a health care institution or Assisted Living Facility needed. Medical/dental benefits, matching retirement program. Send resume and salary requirements to healthrehabilitation-center@gmail.com.

Vice President of Long Term Care, Clifton Springs Hospital & Clinic: Must be able to motivate employees by fostering a positive work environment and effectively leading unit managers/ department heads. Focus areas include continued quality reputation, DOH survey compliance, customer satisfaction, rounding, continued CMS 5-Star rating, resident/family interactions and contact with third party payers and referral sources. BS in management or health care administration,

master’s preferred, and must be a NYS Licensed Nursing Home Administrator in good standing. 5-10 years of experience leading a hospital-based nursing home preferred. Visit www.nyahsa.org and click on Job Mart.

Admissions/MDS manager, St. Margaret’s Center, Albany: Pediatric skilled nursing facility with high staff-to-resident ratio. Partner and network with hospital discharge planners, case managers, residents/families to expedite placement and admissions to the facility. Responsible for managing all MDS scheduling, completing specific sections of the MDS, and ensuring all MDS tracking and reporting is completed in accordance with NYS DOH requirements. Bachelor’s degree in nursing or equivalent experience, active/clear NYS RN license, PASRR certification preferred and a clean valid NY driver’s license, at least five years as practicing RN in pediatric or skilled nursing facility and one year as an MDS coordinator or in a long term care management position. Some travel. Apply online at www.cfdnsy.org or contact Ron Zinoman at 518-437-5919 for more information.

Chief financial officer, Fox Run, Orchard Park: Responsible for all financial functions including accounting, budget preparation, insurance and tax including financial forecasting; preparation, reporting and analysis of financial statements. Strong communication and interpersonal skills and the ability to effectively communicate financial issues to all levels of management including executive management and the Board of Trustees as well as non-financial professionals. Critical thinking and problem solving skills and the ability to contribute to the setting of the organization’s strategic objectives. Bachelor’s degree in accounting; CPA certification preferred. Minimum of five years proven experience in a leadership position. Strong preference for non-for profit accounting experience/knowledge in health-care associated with compliance and regulatory reporting. Knowledge of reimbursement procedures for private insurances, Medicare and Medicaid is preferred. North American residents only. Apply online at www.nyahsa.org and click on Job Mart. ♦

Trainings and Events

In October, you'll need to know MDS 3.0. Let NYAHSA Education introduce you.

MDS 3.0 is on schedule for an Oct. 1st implementation. NYAHSA Education has developed a suite of comprehensive training programs designed to smooth the transition and improve the overall reliability and accuracy of your assessments.

Choose live training or online courses including The Leadership Overview, designed to educate leaders on what they should know about MDS 3.0 and how it will affect their business operations; Training for Interdisciplinary Staff, which provides an in-depth review of all MDS 3.0 changes and is geared towards MDS coordinators and other team members; and an AANAC MDS 3.0 Certification Course, a three-day comprehensive certification program recommended for nurse assessment coordinators, RNs, LPNs, and all members of the interdisciplinary team.

AANAC MDS 3.0 Trainings

- June 8-10** New York City Region: Ozanam Hall of Queens
June 22-24 Germantown - Carmelite System
June 28-30 Rochester Region: Fairport Baptist Homes
July 20-22 Capital Region: Carondelet Hospitality Center, Latham
November 16-18 NYC - The Hebrew Home for the Aged at Riverdale/
Palisade NH

Contact education@nyahsa.org for more information.

NYAHSA MDS 3.0 Live Trainings

The Leadership Overview (Half Day)

- May 14** Rochester
May 18 Albany
June 11 NYC

Training for Interdisciplinary Staff (Full Day)

- August 17** Batavia

- August 18** Syracuse
August 24 NYC
August 25 Westchester
August 26 Albany

Quality Indicator Survey Seminars

All QIS seminars are 9 a.m. - 3:15 p.m.

- April 27** Hilton Rye Town
699 Westchester Ave., Rye Brook, N.Y.
- April 28** La Guardia Marriott
102-05 Ditmars Blvd.,
E. Elmhurst, N.Y.

Exceptional Care Planning Workshops

- May 4** Menorah Home & Center for Rehabilitation and Nursing Care, 1516 Oriental Blvd., Brooklyn, N.Y. 11235
- May 5** Isabella Geriatric Center
515 Audubon Ave., New York, N.Y. 10040
- May 17** Robinson Terrace
28652 State Hwy. 23, Stamford, N.Y. 12167
- May 18** Teresian House Center for the Elderly
200 Washington Ave. Ext.
Albany, N.Y. 12203

OASIS-C and Medication Management Strategies

An Audio Seminar

- May 6** from 10 to 11:30 a.m.

NYAHSA's PAC Golf Tournament and Spring Institute & Exhibition

- May 24-26** The Saratoga Hilton,
Saratoga Springs

NYAHSA Interdisciplinary Conference

- October 26-28** The Saratoga Hilton, Saratoga

For additional information on any of these educational opportunities, contact the FLTC at 518-449-7873 or fax 518-434-4385



Preparing for a wave of boomers

Baptist Health System embarks on ambitious expansion master plan

Baptist Health System is expanding and will soon offer the option of assisted living to their family of services. The Baptist Health Enriched Housing Program, Inc., is the first of a five-phase master site plan on a parcel of land known in Glenville as the Horstman Farm. When completed, the community will offer a full complement of senior-oriented services.

Baptist Health won approval to have the approximate 48-acre site zoned as a Mixed Use Planned Development District and is in the process of applying for HUD financing.

Antonio Alotta, Baptist Health's associate administrator, said the planning process has included environmental concerns as well as benefits to the local community.

"The Baptist Health continuum of care is being designed with many elements of green design," he said, "and much thought is being put into becoming how we can continue to be great neighbors to our fellow Glenville residents."

Phase 1 of the plan includes construction of a 60-bed Assisted Living Residence with Enhanced Certification (EALR) from the NYS Dept. of Health. Ten of the beds will be Assisted Living Program (ALP) beds. This phase will cost approximately \$12 million and will create 30 to 40 new jobs. Site work on the project is planned to begin this

summer, with opening planned for next spring.

Future development of the site will allow for the addition of 66 EALR beds for a grand total of 126 EALR beds. The building will have three stories and a residential

look. A \$3.47 million HEAL 7 grant award, HUD financing and philanthropic endeavors will fund this phase.

Phase 2 includes construction of a 228 bed skilled nursing facility, arranged as multiple single-story cottage-like homes for 10-12 residents each. This phase will cost approximately \$46 million. Residents will move into these cottages from Baptist's current SNF when construction is completed. It will take approximately 20 months

to build the cottages. No firm start date has been determined for this phase. This phase will also include a two- or three-story "commons" building with a 25-slot adult day care program and offices. The adult day care is anticipated to create seven new jobs. The construction of the adult day care program will cost

\$1.4 million. Future development will add 24 SNF beds for a grand total of 252 SNF beds.

Phase 3 will be the construction of 36 units of single-story homes, arranged as duplexes, for approximately 54

independent living residents. This phase will cost approximately \$6.56 million and does not have a firm start date. It is anticipated that one or two new jobs will be created from this phase.

Phase 4 will be construction of an 84-bed, three-story apartment-style independent living home. This phase will cost approximately \$27 million and is anticipated to create 14 new jobs. Future development of the site will add 36 IL beds for a grand total of 120 IL beds. No firm start date has been determined for this phase.

The final proposed phase, Phase 5, will be the construction of approximately 26,000 feet of senior-oriented commercial space. "The commercial space will be geared towards tenants that offer products and services complimentary to a senior community such as a bank, a salon and/or a café," Alotta said.

This phase will cost approximately \$6.5 million and is anticipated to create 110 new jobs. No firm start date has been determined for this phase. It is expected that this phase will generate significant tax revenue for the town of Glenville, with development anticipated through land/lease agreements. ♦

Future development of the site will allow for the addition of 66 EALR beds for a grand total of 126 EALR beds.

"The Baptist Health continuum of care is being designed with many elements of green design, and much thought is being put into becoming how we can continue to be great neighbors to our fellow Glenville residents."

Antonio Alotta,
Associate Administrator
Baptist Health System

"The commercial space will be geared towards tenants that offer products and services complimentary to a senior community such as a bank, a salon and/or a café."

Antonio Alotta,
Associate Administrator
Baptist Health System

Advancing the Internet age

Innovative program at United Hebrew pairs college students with elders eager to travel the World Wide Web

Imagine for a moment that you're a nursing home resident or in assisted living. Or, perhaps, you have a tidy little apartment in senior housing.

Venturing out to visit nearby friends might be tough, and long-distance phone calls to loved ones can surely add up. Maybe your hands cramp if you write more than a few lines to say hello.

You used to love going to museum gift shops, to department stores and record shops, but no one has a phonograph anymore to play the music you love.

Imagine, then, that someone shows you something that would make all of those things possible again, albeit in new and different ways. It fits on a small table with room to spare and can open doors you didn't even know existed.

You're in, right?

You'd think that. The truth is, that magic device is real, but regrettably few seniors have had the basic instruction they need to make good use of a computer and all the pathways for communication, entertainment and information it would provide for them.

Enter United Hebrew in New Rochelle and Pace University, throwing wide the doors for seniors who are brave enough to step into the digital age.

United Hebrew and Pace formed the Gerontechnology Consortium of Westchester with Westchester Community College, Westchester County Department of Senior Programs and Services and Fordham University. The consortium of long term care, academia and government is a research-based program that uses technology to

improve the mental fitness and overall quality of life for older adults while engaging students in technology service-learning projects.

"It is wonderful to see our residents excited about learning how to use technology," said Rita Mabli, President/CEO of United Hebrew "Intergenerational gerontechnology has been a tremendous success as our residents, across the whole campus, are developing new friendships while achieving a new skill."

The program

There's almost nothing sweeter than a win-win, and the partnership between Pace University and United Hebrew filled a void for both

students and seniors. Pace's students need three credit hours of service learning to graduate; United Hebrew had seniors – and plenty of them – whose lives could be enriched by learning to use a computer.

Linda Forman, vice president of community relations at United Hebrew, a

campus of residences and services for older adults in New Rochelle, and Jean Coppola, associate professor of computer science at Pace, recognized their complementary needs, and a wildly successful program was born. The class, Intergenerational Computing, brings college students into United Hebrew to work one-on-one with seniors, introducing them to the world of computers and helping them build a rich online experience, tailored to their needs and interests.

Trepidatious at the outset, the



seniors took to the computers quickly – shockingly quickly – and embraced their college-age mentors, as well.

"Each semester, the students and the residents bond – they look for each other,

they e-mail each other," says Dr. Coppola. "They just fall in love with each other. They trust each other."

The preconceived notions of age fall away from both groups, as well, evidenced by pre- and post-program assessments Pace gives to the seniors and their young instructors.

"Different assessments are given to the kids and the elders, and the students showed statistically significant improvement in their attitude toward older adults," she said. "I see it in their written reflections, but what I'm hearing from them is even more positive."

Seniors in the program show increased computer confidence and improved attitudes toward computers. The data collected fortifies geriatric research and helps educators learn how to influence and shape the attitudes of students who might be interested in geriatrics as a career.

Relationships facilitate growth

Part of the success depends on good teacher-student match-ups, and so far, Dr. Coppola has let nature take its course.

"At the beginning of the semester, I just have the seniors say a few words about themselves, voice their fears about the computer, what their backgrounds are, and the students are all busy taking notes. And then I have the students coming up to me and saying, 'I just have to have that person,'" she said.

Residents of United Hebrew's nursing home, assisted living facility and senior housing can take the classes, which are held in computer



A resident at United Hebrew of New Rochelle explores the computer with help from a Pace University student.

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www.nyahsa.org

Advancing the Internet age (continued from page 7)

labs in each building on the United Hebrew campus. Ms. Forman never has to worry about filling sessions – word of mouth travels quickly when the enthusiasm is as palpable as it was the day we visited.

“Staying connected is so important to older adults, especially when health declines,” Ms. Forman said. “Our gerontechnology program is a unique way of bringing new-found confidence and purpose to our residents’ lives. I see residents in the computer library at all times of the day, practicing their new lessons, keeping their minds alert and active.”

One United Hebrew resident was quick to name her favorite computer accomplishment. “I’m a big fan and admirer of Shirley Bassey,” she told a visitor. “I can get her concerts on there. The concerts get on YouTube, and oh my gosh, I can sit for hours.”

A Soundview resident brought up the Web page she and her student instructor built and pointed to a recipe. “This is what I’m cooking tonight,” she said. “We made a recipe section with all my favorites, and our family’s special ones. It’s all neat and orderly – that’s my biggest thing.”

Pace business management student Dwayne Jones was zooming in on a modest house using Google Maps, much to the excitement of his senior learner. “It’s amazing what you can pick up,” she said. “I’m looking at my old house on Drake Street – there it is, that’s my house.”

Another senior was peering at the screen and grinning.

“I just got an e-mail from my granddaughter,” she said. “This is how I get my son to write to me – e-mail! He e-mailed me pictures, showed me his backyard and flowers, his orchids, because he lives in Nevada.”

Political science major Asif Ali felt

that he was gaining so much more than he was giving – and loving the experience.

“This was really a way to connect with them,” he said. “But you know what? They teach us. Things like enjoy life. Keep your chin up.”

In this particular course, students must find something they want to change – a problem to solve, a way to make life better for their elder students. Dr. Coppola said her



Residents of United Hebrew’s campus in New Rochelle are guided through e-mail and the Internet by Pace University students.

students noticed that the leader of one of the organization’s avid book clubs was struggling, unable to enjoy the books her group was reading.

“So the students said, ‘Why don’t we get the audio book in MP3 format, and the computer can read the book to you?’”

Dr. Coppola said the elder was thrilled, never imagining such a thing existed. “And it’s free,” she said. “The kids are great at helping them find the free stuff!”

Streamlining expenses

But what about the cost? There are ways around that, Ms. Forman and Dr. Coppola say.

A program like United Hebrew’s, they say, will be essentially a labor of love with little or no funding. Here are some ideas to help you start a program in your area:

- Establish a space for the computer lab that has enough room and the required wiring.
- Conceptualize. You can’t entice donations if you don’t have a solid plan.
- Request donated computer equipment and buy a few bottles of Windex. Contact large companies that refurbish their own furniture and equipment



United Hebrew campus residents get one-on-one instruction from computer-savvy students.

every few years; local computer user groups; civic associations.

- Reach out to local colleges and high schools, particularly those with service learning requirements. Students today want hands-on projects with real-life experience. A computer hardware class may be able to refurbish, re-configure and install new software on donated equipment.
- Establish relationships with the teachers. Instructors are always looking for real-world projects; students today don’t want to waste time – they’re hungry for work that’s real and applicable.
- Keep data if you can; you can apply for small grants to fund data collection and interpretation, perhaps by a stipended college student.
- Once your program is established, it may be easier to get funding. United Hebrew and Pace University won a \$35,000 grant from IBM for software, services and support materials for Web adaptive technology, which will make the Internet easier to read and use by magnifying letters on the computer screen, increasing the font size of text, reading text out loud, and assisting senior users in other ways.

Lessons Learned

United Hebrew has some valuable advice for others interested in starting up a program like theirs. Ms. Forman offers these tips:

- You’ll have better participation and learning success when older adults have their own computer and own space.
- One-on-one instruction is

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Building for the future: NYAHSA creates new governance structure

New York has never before seen the challenges that confront senior living and services providers today: fiscal, physical, state and federal. To help our members meet these challenges most effectively, NYAHSA is poised to reorganize its governance structure from the ground up, giving greater voice and influence to its wide range of members.

Upon anticipated approval from the Board of Directors, the foundation of NYAHSA's new governance structure will be bodies called cabinets and districts, both reporting to the board. Cabinets will be themed by service line – home care, assisted living, etc. – and districts, which will be phased in, will replace NYAHSA's current regions, providing geographic perspective. The board will be comprised these bodies' leaders as well as at large members

"This change is meant to engage membership across services lines and programs throughout the state," said NYAHSA President/CEO Dennis R. Bozzi. "It will cultivate new leadership and tackle the problems we face head-on, with the full power of NYAHSA's membership. We'll bring all our resources to bear on every issue – technology, finances, development – across our members' diverse service lines."

A vital change, Mr. Bozzi said, will be an agenda shift to a problem-solving mindset.

"Through the cabinet representation, we'll be able to offer more help to the people on the ground, running the programs, and make ourselves known and available to the people doing the work every day," he said.

Here's a closer look at the new structure and its components.

Cabinets will draw their members from each of the services provided by NYAHSA members:

- Skilled nursing
- Adult care/assisted living
- Housing
- Home care
- Community-based services

- Continuing care retirement communities
- Programs of All-Inclusive Care for the Elderly and Managed Long Term Care
- Others as designated by the board

Up to 21 individuals can serve on each cabinet, appointed by the board after review of applications and recommendations by the Nominating Committee.

Members may serve up to two consecutive three-year terms and are responsible for the planning of the programming and public policy agendas for the member type they represent.

Cabinets will meet approximately four times a year, and each cabinet's president will serve on the board of directors. NYAHSA staff will look to cabinet members to help identify issues, trends, needs and challenges specific to their service line and recommend enhancements to NYAHSA's programming. Cabinet members will play an important part in grass-roots advocacy, helping to engage their staff, residents and their families in the advocacy process.

Similar to NYAHSA's current regional structure, the newly defined districts will more evenly distribute population and provide a solid statewide membership representation on the Board of Directors.

"This change is meant to engage membership across services lines and programs throughout the state."

Dennis R. Bozzi
NYAHSA President/CEO

Creating new districts will enhance the connection between members and NYAHSA on a more local level while establishing a means of communication between members and NYAHSA's board and staff. Districts

will also offer members the opportunity for regional networking and more effective grass-roots advocacy.

The redistricting eliminates the Northern Region and combines St. Lawrence,

Franklin and Hamilton counties into the Central Region and Clinton, Essex and Warren counties with the Capital Region, based on the convenience of our North Country members who are more able to travel to meetings via major highways than across the Adirondacks. The proposed districts are Long Island; NYC; Hudson Valley; Rochester; Southern Tier; Central/North; Capital/North; and Western.

Mr. Bozzi said member reaction to the restructuring has been enthusiastic and extremely positive.

"Our members see it as the potential to get even more value from their memberships, and not just nursing homes," he said. "Skilled nursing will maintain its vital role in health care for generations to come – but the future is about everything our members provide." ♦

Advancing the Internet age (continued from page 8)

imperative.

- Buy-in and involvement from key staff in nursing, physical therapy, IT and recreation are essential.
- Social bonds and trust lead to success.
- Well-prepared student teachers work best.
- Seniors want to learn if the environment is right. A graduation

ceremony is a tangible goal and can become a major social event. "Everyone is so excited about the graduation ceremony each semester," Ms. Forman says. "The residents take such pride in receiving their diplomas, and the Pace students bake cookies and decorate the room. It's a major highlight on our calendar." ♦

New staff at NYAHSA

Please join us in welcoming these recent hires:



Lovelace

Alyssa Lovelace, government relations analyst:

Born in White Plains, Alyssa grew up in Copake and will graduate from SUNY-Albany in May with a degree in public policy and a concentration in public administration.

She first came to NYAHSA when one of her professors showed her an ad seeking a legislative intern for the 2008 session. After working here for a short time, she changed her major from journalism to public policy, and she joined the staff full-time in December 2009.

Here at NYAHSA, Alyssa handles the Partners in Quality awards program, the Families & Friends network and other advocacy initiatives. She intends to build her career

in the public policy and advocacy arena and someday run for public office.

As a full-time student with a full-time job, she doesn't have time for hobbies, she says. When she does have a few free minutes, she has a wedding to plan: She'll marry her longtime beau on Dec. 18.

Reach her at alovelace@nyahsa.org or 518-449-2707, ext. 155.



Sniezyk

Carol Sniezyk, RNC, C-NE, ProCare consultant:

Carol has joined NYAHSA's ProCare team of consultants, bringing with her a wealth of experience

in the long term care field.

She grew up in Broadalbin, then went off to college at SUNY-Platts-

burgh, SUNY-Oswego and St. Mary's School of Nursing in Amsterdam. Carol, a registered professional nurse, a permanently certified nursing instructor and a C-NE (certified nurse executive), also obtained her SMQT surveyor status while working with IPRO at the NYSDOH. Most recently, she was director of nursing at Ellis Residential & Rehabilitation Center in Schenectady.

As a ProCare consultant, Carol will be available for mock surveys and consulting. She also hopes to bring her teaching experience to her job, offering "train the trainer" sessions to help nurses train their nursing assistants.

She and her husband live on the Great Sacandaga Lake and own a golf course.

To schedule consulting services, contact Kathy Taylor at ktaylor@nyahsa.org or 518-449-2707, ext. 126. ♦

UPCOMING TRAININGS

AANAC MDS 3.0 Trainings

June 8-10 New York City Region: Ozanam Hall of Queens

June 22-24 - Germantown - Carmelite System

June 28-30 Rochester Region: Fairport Baptist Homes

July 20-22 Capital Region: Carondelet Hospitality Center

November 16-18 - NYC - The Hebrew Home for the Aged at Riverdale/Palisade NH

NYAHSA MDS 3.0 Live Trainings

The Leadership Overview (Half Day)

May 14 Rochester

May 18 Albany

June 11 NYC

Training for Interdisciplinary Staff (Full Day)

August 17 Batavia

August 18 Syracuse

August 24 NYC

August 25 Westchester

August 26 Albany

For more information on these and other NYAHSA ProCareSM training programs, please see page 5 "Trainings and Events"



At NYAHSA ProCareSM, our excellent reputation for providing long term health care consulting services comes from real-life experience. All our consultants have worked on the front lines – as nursing home administrators, nurses, adult day health care program directors or educators. They know what it's like to stand in your shoes, and they know how to help you get the job done. We look forward to assisting you. **Call today at (518) 449-2707 ext. 126 or visit us on the Web at www.nyahsa.org.**

Proactive

Professional

Proficient

Noteworthy

Healy joins Beth Abraham



Healy

team: Seasoned managed care executive **Joseph M. Healy, Jr.** is the new chief operating officer of managed care for Comprehensive Care Management (CCM), a member of the **Beth Abraham Family of Health Services (BAFHS)**, announced **Michael Fassler**, President and CEO of BAFHS.

As head of CCM, the nation's largest provider of the Program of All-Inclusive Care for the Elderly (PACE), Mr. Healy will lead the organization's initiatives to produce growth and expand programs and services, including CCM's Medicaid managed long-term care program and Medicare special needs advantage program. In addition, he will be responsible for identifying and evaluating new opportunities for service and business expansion.

Mr. Healy joins the Beth Abraham family from the Lahey Clinic, where he was the senior vice president for clinical operations and chief strategy officer. A 25-year veteran of the health care field, Mr. Healy has extensive experience in quality, safety and risk management as well as managed care operations.

Wearin' o' the green: Frank Kealy, Utica's St. Patrick's Day Parade grand marshal, joined in the day's celebration at Presbyterian Homes & Services. Mr. Kealy's visit was accompanied by Johnston School of Irish Dance and Irish music provided by volunteer Mollie Crumrine on piano.

Celebrating 72 years: Bon Secours New York Health System commemorated the 72nd anniversary of Schervier Nursing Care Center with its "Bon Secours



Changing history: Kings Park Heritage Museum volunteers Gail Hessel, Jane Kelly and Barbara Puleo change one of the informative rotating exhibits at **St. Johnland Nursing Center**. The themed displays contain objects of local historical interest and are enjoyed by residents, families and staff at St. Johnland.

in Bloom" Benefit Gala on March 25, 2010 at the New York Botanical Garden in the Bronx. The honorees were Peabody Award-winning broadcast journalist Gabe Pressman and Bon Secours New York Health System Board member Christina Alexander.

Recognized in the New York broadcast journalism community as the "reporter's reporter," Gabe Pressman has been with NBC4 for 47 years. During more than 55 years in the field, Pressman has compiled a peerless record of investigative reporting in politics and social issues.

Honoree Christina Alexander has served on the Board of Bon Secours New York Health System for nine years. Ms. Alexander received her B.S. in Pharmacy from Fordham University and her M.S. in Pharmacology from St. John's University. She is a pharmacist at Alexander Associates

Health Consultants. Her volunteer activities include serving on the board of St. Gabriel's Church, and she is an active member of the Fordham University Alumni Association.

Excellence recognized:

The Genesis Group / Medical Societies is honoring Leslie Green, LPN and assistant unit manager at Presbyterian Homes & Services for her excellence in healthcare as a direct care professional. She will be recognized at the Fifth Annual Regional Healthcare Recognition Luncheon in May at Hart's Hill Inn in Whitesboro. Leslie's dedication, compassion and friendship to all who enter Presbyterian Homes & Services' doors are unsurpassed and deeply appreciated.



Green

(continued on back cover)

Welcome! The NYAHSA Membership Committee has approved the following facilities/ individuals for NYAHSA membership.

Associate Plus Members

Ari J. Markenson, JD, MPH; amarkenson@beneschlaw.com
Counsel at Benesch, Friedlander Coplan & Aronoff, LLP
White Plains
www.beneschlaw.com
Services: Legal

Associate Members

Mr. James Reeks; james.reeks@lechase.com
Director of Business Development
LeChase Construction Services, LLC
Schenectady
www.lechase.com
Services: Full-service construction management and general construction firm. Planning, preconstruction consulting, design-build services and facilities management services.

Ms. Cindy Vizzi; cvizzi@lawleyinsurance.com
New Business Development Manager
Lawley Service Incorporated

Buffalo
www.lawleyinsurance.com
Services: Insurance, employee benefits and risk management

Catherine Martin; cmartin@hamlynmarketing.com
President
Hamlyn Senior Marketing, LLC
Cherry Hill, NJ 08034
www.hamlynmarketing.com
Services: Hamlyn offers a full line of marketing services to organizations that serve the senior market.

Changes

United Helpers Canton Nursing Home has changed its name to **Maplewood Campus**.
New address: 205 State Street Road, Canton, N.Y. 13617-3302
Programs Offered: 96 NF beds, 48 Assisted Living Program beds.
Administrator: Todd Amo
Assistant Administrator: Kathy Race (assisted living) ♦

Noteworthy (continued from page 11)

Saluting a WASP: Jewish Home Lifecare/Sarah Neuman Center

celebrated volunteer **Ruth Kornblum's** Congressional Gold Medal for service in the Women Airforce Service Pilots (WASPs) during World War II. Among those on hand for the festive and historic occasion were 75 guests, including members of her family,

friends, residents, trustees and staff. Representatives from state and local governments were also on hand to present proclamations in her honor and to declare March 15th Ruth Kornblum Day.

Administrator

Rita Morgan welcomed the guests and paid tribute to Ms.

Kornblum's 17 ½ years of volunteerism, calling

her dedication to Sarah Neuman remarkably dependable and deeply appreciated, as was her service in the WASPs.

Between 1942 and 1944, at the height of World War II, more than a thousand women, including Ms. Kornblum, left homes and jobs for the opportunity of a lifetime – to become the first in history to fly for the U.S. military. They volun-

teered as civilian pilots in an experimental Army Air Corp program to see if women could serve as pilots and relieve men for overseas duty. ♦



From left, holding proclamations, are Phyllis Wittner, office of Mamaroneck Town Supervisor Valerie Moore O'Keeffe; Ruth Kornblum; Debra Lagapa, office of state Sen. Suzi Oppenheimer; Administrator Rita Morgan; Mamaroneck Village Mayor Norman Rosenblum; and Village Trustee Toni Ryan.

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