Get to Know IHCA’s Newest Preferred Vendor – My InnerView!

Earlier this month IHCA announced our partnership with My InnerView by National Research Corporation. As our quality measurement and improvement partner they can offer a unique opportunity to improve not only the quality of care you provide, but other aspects of your business as well! Be sure to check them out!

In order to let our members know what MyInnerView is all about, and how your centers can benefit from their services, National Research Corporation is offering two free webinars next week. Sign up today and see what My InnerView can do for you!

Contact Rich Kortum, Director of Strategic Partnerships for National Research Corporation for more information at rkortum@nationalresearch.com or 800.388.4264. Register by clicking on one of the links below.

An Introduction to My InnerView: Your Quality Improvement Partner
Tuesday, July 28 | 11 am CT | 30 Minutes | Register Now
An Introduction to My InnerView: Your Quality Improvement Partner
Wednesday, July 29 | 2 pm CT | 30 Minutes | Register Now

For more information about MyInnerView by National Research Corporation, see the Member Spotlight at the end of this newsletter!

Ultrasound Helps Wounds Heal Faster and Fights Infection

A recent study by the University of Sheffield in the UK shows that the use of low-intensity ultrasound can reduce the healing times for skin ulcers and bed sores by a third. According to researchers there, the ultrasounds transmits a vibration through the skin and wakes up cells in wounds to help stimulate and speed up the healing process. This treatment, which also reduces the chance of wounds getting infected, is particularly helpful when treating individuals with diabetes and the elderly.

“Skin ulcers are excruciatingly painful for patients and in many cases can only be resolved by amputation of the limb,” stated Mark Bass from the Centre for Membrane Interactions and Dynamics at the University of Sheffield and the study’s lead author.

“Now that we have proven the effectiveness of ultrasound,” added Dr. Bass, “we need to explore the signal further. We have found that the ultrasound signal we currently use is effective, but it is possible that by refining the treatment we could improve the effects even further.”
Ultrasound treatment is fairly risk free, so there could be improvements to this treatment, and more wide range use of it, in the next several years.

**Hospitals in Columbus, OH Work to Improve ER Care for Elderly Patients**

Hospitals in Columbus, OH are trying to improve health care for older individuals by creating geriatric-friendly emergency rooms and units just for older adults. According Dr. Lauren Southerland, director of geriatric emergency care at Ohio State University's Wexner Medical Center, “the goal is to reduce the number of preventable hospitalizations, decrease length of stays and reduce readmission rates, but it's mainly about providing better overall care.”

As elderly individuals account for upwards of 25 percent of emergency room visits nationwide, some hospitals are searching for better ways to serve this specific population. At present their needs are often not handled in an efficient way. In an effort to make sure this is not the case, hospitals like the OSU medical center are creating these units specifically for elderly patients, where staff works closely with individuals to make sure they have the necessary doctors to treat their illnesses to avoid unnecessary visits to the ER. These units also have geriatric-friendly features, like thick mattresses and clocks with large numbers to make seniors more comfortable.

To further improve care for seniors, the hospital will soon begin training all emergency-department nurses in geriatric care, screening seniors for abuse and neglect and providing full geriatric consultations and medication reviews with social workers and pharmacists.

Unnecessary visits to the ER are an important issue in long term care. To read more about how some hospitals are helping to ease this problem, click here to read the full article.

**Cognitive Function Declines Twice as Fast in Women than Men**

A recent study shows that women with mild cognitive impairment deteriorate twice as fast as men with the same issues. While mild cognitive impairment isn't severe enough to interfere with daily life, it has been linked to higher changes of developing Alzheimer's disease or other types of dementia.

For this study, a research team from Duke University led by Katherine Lin, a clinical research scholar, collected data on 400 men and women with thinking and memory problems in their mid-70s. These individuals were all part of the Alzheimer's Disease Neuroimaging Initiative.

In the up to eight years of follow up after the initial test (the Mini Mental State Examination), the thinking and memory of women deteriorated twice as fast as in men. According to Dean Hartley, director of science initiatives at the Alzheimer’s Association women make up 75 percent of those who develop the Alzheimer’s. More research is needed to determine why these gender discrepancies exist in relation to the disease, but researchers have several theories. Lin believes that gender-specific research should be a priority and that future Alzheimer’s prevention trials could potentially test treatment effects separately by gender.

Women have longer life expectancies than men and may begin experiencing mental decline later in life, and they may have better cognitive reserve, or more connections between brain cells, than men; both of these factors may play a part in why women seem to decline so much faster than men. Understanding the reasons for this may affect how men and women with Alzheimer’s are treated in the future. For more information, click here to read the full article from HealthDay News.

**Experts Say Cancer Trials Need to Include More Seniors**

The American Society of Clinical Oncology (ASCO) released a statement earlier this week urging “federal agencies and the cancer research community to broaden clinical trials to include older adults.” They also recommended redefining eligibility for clinical trials. According to ASCO, more than 60 percent of cancers in the United States occur in people ages 65 and older and numbers will likely increase in the future. However, very few elderly individuals are included in current clinical trials and trials designed specifically for them are exceedingly rare.

“Older people living with cancer often have different experiences and outcomes in their treatment than younger cancer patients,” said ASCO President Julie M. Vose, MD, MBA, FASCO. “As we age, for example, the risk of adverse reactions from treatment significantly increases. Older adults must be involved in clinical trials so we can learn the best way to treat older cancer patients resulting in improved outcomes and manageable toxicity.”
The position statement released by ASCO included the following over-arching recommendations:

- Use clinical trials to improve the evidence base for treating older adults.
- Leverage research designs and infrastructure to improve the evidence base for treating older adults.
- Increase Food and Drug Administration (FDA) authority to incentivize and require research on older adults with cancer.
- Increase clinicians’ recruitment of older adults with cancer into clinical trials.
- Utilize journal policies to incentivize researchers to consistently report on the age distribution and health risk profiles of research participants.

In addition, the paper also details 16 specific action steps to implement its recommendations, including asking regulatory agencies, research funders, and researchers to carefully consider whether evidence exists to support eligibility criteria based on age, performance status, or comorbid conditions—three primary reasons older adults are excluded from clinical trials.

For more information, please read the full statement by clicking here.

**AHCA/NCAL Information**

2015 NCAL Awards Program Winners Revealed!!
The National Center for Assisted Living (NCAL) has announced the 2015 recipients of its NCAL Awards Program. The program recognizes assisted living employees from around the country who demonstrate exemplary work within the profession. Each year, members may nominate colleagues for four categories: NCAL Administrator of the Year, NCAL Assisted Living Nurse of the Year, Noble Caregiver in Assisted Living Award and the National Assisted Living Week Programming Award. Click here for the list of winners.

2015 National Assisted Living Week®
This year’s theme, suggested by NCAL members, is “Nourishing Life: Mind, Body, Spirit.”

This theme celebrates the countless ways assisted living caregivers nurture the whole resident. Communities across the country work each and every day to ensure that the lives of their residents are fully nourished in each and every way. Conversely, residents nourish the lives of team members and volunteers by, with the support of loved ones, sharing their inspiring lives. For more information, click here.

**IHCA PAC Information**

IHCA PAC/The Center-PAC Golf Outing and 3rd Annual Holgeir Oksnevad 5k Run/Walk
The time has come! The annual PAC golf outing will be held at WeaverRidge Golf Club on Monday, September 14, with an afternoon shotgun start including lunch, beverages, prizes and awards. The golf outing is a great event to kick off convention while enjoying a round of golf with your fellow long term care providers. This is one of IHCA’s biggest events and you are sure to have a good time. Fill out the registration form and send to Ashley Snavely to reserve your foursome today!

Sponsorship opportunities are now available and are listed below. As always, these opportunities are first come first served. Contact Ashley Snavely today to receive prime sponsorship placement.

Golf Sponsorships Available

- (4) Greens: $750 each
- (2) Beverages: $750 each
- (2) Lunch: $1,000 each
- (2) Golf Carts: $900 each
- (2)Prizes: $600 each
- (1) Awards Reception: $750
- (1) Hole in One: $1,250
- (12) Golf Hole EXCLUSIVE: $500 each
- (4) Foursome & Non-Exclusive Golf Hole: $850
- (3) Golf Hole-Non Exclusive: $350 each

The 3rd Annual Holgeir Oksnevad 5k Run/Walk has been moved to Tuesday, September 15 after education sessions. This year the race will take place on the beautiful Peoria river front! That's right, flat as a pancake. The price is $25 per participant and includes an Oksnevad t-shirt that will help you continue your 5k training far after convention. Want your facility or company on the back of the shirt?! It's a great long lasting way to advertise while being a part of the 5k history.
Last year the t-shirt filled up quickly so contact Ashley to reserve your spot before they sell out again! The t-shirt design will be revealed soon!

5k T-Shirt Sponsorships

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IHCA Association Information

There Are Still Three Sessions of Our ICD-10 Seminar Next Week—Make Sure You and Your Staff are Good to Go!

Count Down to ICD-10- Making Sure Your Coders are Ready

Tuesday, July 28, 2015—Hawthorn Suites by Wyndham, Champaign
Wednesday, July 29, 2015—Rend Lake Resort, Whittington
Thursday, July 30, 2015—Northfield Inn & Suites, Springfield

Less than five months until the transition to ICD-10 is here. Is your facility preparing like it is Y2K all over again? Come join us as we expand on the basics and apply the coding conventions and guidelines to real-life scenarios. There will also be helpful hints on documentation and querying physicians so coders will feel comfortable with their coding abilities, as well as communication with billers and providers. We will also assess where the facility is in the transition process and what steps to take going forward. Click here to view the session brochure.

***Please note: Attendees will need to bring their 2015 ICD-10 CM Coding books to the session.

The Preliminary Program is Now Available Online and Registration is Open!

Check out the Preliminary Program for this year’s Convention and Expo to get information on all of your favorite convention activities (the golf outing, 5K Run/Walk, Annual IHCA Awards, Convention Kickoff Party, expo exhibits and more!) as well as descriptions of the sessions that will be offered.

**Please note: Due to a systems upgrade we will be unable to offer online registration for convention this year. All registrations will have to be submitted using the form available in the Preliminary Program and sent to IHCA via mail or fax. In light of this inconvenience we will be offering the online rates for anyone who registers:

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If you have any questions regarding registration, please contact Kelli Showalter at kshowalter@ihca.com or 800-252-8988.

Are You Interested in Exhibiting at the 2015 IHCA Convention & Expo in September!? Booths are still available for the expo in Peoria this September. Visit the Exhibitor Information page on www.ihca.com for information about the expo as well as a link to the Prospectus. This show is an excellent opportunity to mingle with your peers, make contact with potential clients and touch base with current customers!

Contact Kelli Showalter (800-252-8988 or kshowalter@ihca.com) if you have questions or need assistance with your booth.

IHCA Member Spotlight

IHCA Preferred Vendor – My InnerView by National Research Corporation

For more than 30 years, National Research Corporation (NASDAQ: NRCIA and NROIB) has been at the forefront of patient-centered care. Today, the company's focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders.
My InnerView by National Research helps improve quality, resident and family experiences, and employee engagement for skilled nursing homes, assisted living communities, continuing care retirement communities, and independent living communities by providing educational resources, action plan templates, and easy-to-use prescriptive reporting tools. In addition, My InnerView offers access to a dedicated team to guide clients throughout the improvement process, in order to help reach strategic goals and objectives. To learn more about the My InnerView philosophy, click here.

National Research is recognized by Modern Healthcare as one of the largest patient satisfaction firms in the U.S., and is dedicated to representing the true voice of patients and other healthcare stakeholders. For more information, call 800-388-4264, write to info@nationalresearch.com, or visit www.nationalresearch.com.

Interested in Seeing Your Company or Facility Featured in Our IHCA Member Spotlight?

IHCA is proud of our diverse membership and all of your successes and accomplishments. Has your company recently celebrated a milestone? Accomplished a goal? Undergone a major change? Do you have positive stories or news to share? Would you just like to get your name out there among your fellow IHCA members?

If you would like to see your company or facility recognized in Members Only--Associate Members, Facilities, Corporations alike--contact acaldwell@ihca.com.