Deadline to Update Communications Preferences is TOMORROW! Update Today or You Won’t Receive the Next Issue of Members Only!

In order to continue receiving this publication, and other IHCA publications, you must log in to the Member Portal and update your communications preferences by selecting which ones you want to receive. If you have not done this by TOMORROW, Friday, March 3, 2017 you will no longer receive IHCA publications via email. That includes those that have previously requested to be added to an email list.

Starting with Monday’s issue of News Brief, IHCA will no longer use our previous email lists—we will instead be using the database that you, as members populate and control. Update your communications preferences today!!

All contacts that were already in the old system were uploaded into the new database and credentials were created for them. If you have not logged in before, but want to update your preferences, just follow these simple steps:

- Go to the member log in page (http://www.ihca.com/login.asp) or go to www.ihca.com and click on the Members Only link at the top of the page.
- Click on “Forgot your password?” under the Log in button.
- Enter your email address (the email IHCA has on file for you) and validate that you are not a robot.
- The system will send you an email containing your username and a temporary password.
- Log in to the Member Portal by entering the credentials from the email.
- Once you are logged in you can update your username, password, communications preferences, etc.

If you have any questions, or need assistance, please contact Ashley Caldwell.

IHCA Exhibitor Opportunities!

IHCA has several venues for vendor members to show off their wares like the Annual Convention & Expo in September, and as well as some of our smaller, more intimate expos at events like LTCNA’s Resources for Success and the ID/DD Symposium.

If you are interested in exhibiting, now’s the time to get on board! You can reserve your booth space for the 67th Annual IHCA Convention & Expo, September 11-14, 2017 and the 20th Annual Resources for Success, March 29 & 30, 2017.

Click here to view the Resources Expo Prospectus
Click here to view the Convention Expo Prospectus
Heart failure rates continue to rise in the United States, according to a recent report from the American Heart Association (AHA). The report also noted that heart disease has been and continues to be the leading cause of death among Americans, though the number of deaths from heart disease is slowly decreasing.

Heart failure, a condition in which the heart is too weak to pump blood throughout the body, rose by 800,000 people over five years. The number of individuals with heart failure is expected to continue to rise, reaching 46 percent, or 8 million people, by 2030. Researchers believe this could be due, in part, to a growing number of heart attack survivors, who have a higher risk of heart failure.

The AHA offered some key statistics on cardiovascular diseases in their report:

- Cardiovascular diseases were the most common cause of death in the world as of 2013, claiming about 17.3 million lives.
- In the U.S., more than 1 in 3 adults (92.1 million adults) have cardiovascular diseases, accounting for 807,775 deaths in 2014.
- About 790,000 people in the US have heart attacks each year. Of those, about 114,000 will die. In the U.S., about 795,000 adults experienced a new or recurrent stroke, accounting for nearly 133,000 deaths in 2014.
- There were more than 350,000 out-of-hospital cardiac arrests in the U.S., nearly 90 percent of them fatal.

Their report also commented on the disparities that persist in our country.

“We know that advances in cardiovascular health are not distributed evenly across the population,” said Emelia J. Benjamin, M.D., chair of the update’s writing group professor of medicine in the section of cardiovascular medicine at Boston University School of Medicine. “In particular, individuals who live in rural communities, have less education, have lower incomes, and are ethnic or racial minorities have an undue burden of cardiovascular disease and its risk factors.”

For more on this topic, click here to view the article from HealthDay News or here to view the AHA report.

Vitamin B-3 May Be Effective Treatment for Glaucoma

Glaucoma reportedly affects more than 60 million people worldwide, with 3 million cases suspected in adults in the U.S. Recent research involving the use of vitamin B-3 in mice has shown that it may be an effective treatment for glaucoma. Glaucoma is the name given to a group of neurodegenerative diseases that affect the optic nerve. These conditions can lead to visual impairment and blindness. “Open-angle” glaucoma involves a buildup of fluid inside the eye, which raises the intraocular pressure to the point where it damages the optical nerve and eventually causes the loss of retinal ganglion cells. These cells connect the eye to the brain through the optic nerve.

Professor Simon W.M. John led a research team that performed a set of genetic, metabolic and neurobiological tests on two groups of mice—one group that was genetically predisposed to developing glaucoma and one group was the healthy control group. The results of these tests showed that the nicotinamide adenine dinucleotide (NAD) molecule, a coenzyme that displays a key role in the oxidation of a cell, decreases with age. A healthy body produces NAD with the help of vitamin B-3, which when ingested eventually converts into NAD.

The study authors believe that treatments with vitamin B-3 improves the metabolism of retinal ganglion cells and keeps them healthy. The fact that the cells stay healthier for longer periods of time makes them more resilient to pressure that builds over time.

The study also suggests that the insertion of the Nmnat1 gene, which is responsible for the enzyme that forms NAD from vitamin B-3, into the genetically predisposed mice stopped glaucoma from developing. This could lead to possible gene therapy options for patients that are predisposed to glaucoma. Gene therapy has previously been used in the treatment of other very rare genetic eye disorders, but researchers hope that it can be altered to work for more common eye diseases.

To find out more, click here to read the full article from Medical News Today.
When Seniors Volunteer with Kids, Everybody Wins

We all know that volunteers can make a huge difference within a long term care center. However, volunteering can also have a positive impact on seniors when they work with children. A program that started in Baltimore in 1995, which brings older adults and elementary school children, can now be found in 21 cities across the United States.

The Experience Corps began with five original locations. Baltimore was one of these original locations, and “The Baltimore Experience Corps Trial” is the first large-scale experiment initiated to show that taking part in an intergenerational civic engagement program, being generative, helps older adults feel more care and concern directed toward others, particularly those of younger generations.

The program involves pairing older adults with elementary schools to help the students improve their academic, social and behavioral well-being. These interactions also help the seniors. Children get the help and support they need while older adults satisfy their need to be generative and see their efforts come to fruition.

A recent study analyzed data from the Baltimore Experience Corps Trial (BECT), which was a controlled trial testing the benefits of the program for both the volunteers and the children they assisted. Following the volunteers and a group of non-volunteers for two years, the researchers periodically assessed whether participants experienced any changes in what they thought about caring for and serving younger generations.

The results showed that in comparison to non-volunteers, those participating in Experience Corps wanted to be more generative and had a greater appreciation for the generative work they had done. All of the study participants were highly motivated to give. “Experience Corps participation showed benefits that were above and beyond [the control group’s results],” said Tara L. Gruenewald, assistant professor of gerontology at the University of Southern California. “It’s the full package and provides intense doses of cognitive, psychosocial, and physical stimuli.”

Further analysis of the BECT will examine the benefits for the children involved in the trial, as well as delve into more of the psychological and physical benefits for the adult volunteers. The results studied thus far have been encouraging.

“To see how motivated elders are to be involved and give back is very affirming. We have a segment of the population that has a lot to give and failure to tap into that resource is quite concerning,” Gruenewald stated. “[A program such as Experience Corps] really is a win-win; we help our communities and help elders in the process.”

For more on this, click here to read the full article from Futurity.org.

Gero Nurse Prep On Sale!! Save $100 When You Sign Up Before April 30

AHCA/NCAL Gero Nurse Prep is on sale now through April 30 and each RN registrant can save $100 off his/her Gero Nurse Prep by entering promo code QUALITY17 (all caps) at checkout. That means RNs who are interested can become board certified for less than $1,000 ($590 sale price for AHCA/NCAL Gero Nurse Prep and a separate $395 to take the American Nurses Credentialing Center (ANCC) exam).

Having at least one RN who has been certified in gerontological nursing by the ANCC has been correlated to achieve better outcomes in nursing facilities. Research conducted by AHCA/NCAL in 2016 found that the rehospitalization rates in nursing facilities with at least one RN certified in gerontological nursing by the ANCC consistently have run at least two percentage points lower than the national average since 2011.

Re-hospitalization rates are critical to SNFs future success because CMS is tracking skilled nursing rehospitalization rates on for the new SNF Value-Based Purchasing (VBP) program this year. Under the VBP program, claims for services furnished on or after Oct. 1, 2018, will be subject to a 2 percent withhold. Providers will have the opportunity to get some or all of this money back depending on how well they do in managing hospital readmissions and meeting or exceeding performance standards.

SNFs will be rated on achievement against all other facilities nationally as well as on their own improvement, comparing their rate during 2017 with their previous performance during 2015.
The key metric for the program is known as the SNF 30-Day All-Cause Readmission Measure (SNFRM). SNFRM estimates a risk-standardized rate of all-cause, unplanned hospital readmissions of Medicare SNF beneficiaries within 30 days of discharge from their prior acute hospitalization.

AHCA/NCAL’s research also found that nursing facilities with at least one ANCC board certified nurse were twice as likely to receive an overall 5-Star rating from CMS and far less likely to receive a 1-Star rating.

ANCC is the world’s largest and most prestigious nurse credentialing organization and a subsidiary of the American Nurses Association. Less than one percent of America’s RNs are board certified in gerontological nursing.

To help increase the number of board certified RNs, AHCA/NCAL’s Gero Nurse Prep program is designed to help RNs prepare for and pass the ANCC gerontological certification exam. RNs who complete the AHCA/NCAL Gero Nurse Prep program have a passing rate of 96 percent on the ANCC exam on their first try and receive 30 CEUs.

Watch this video to learn more about AHCA/NCAL Gero Nurse Prep or click on the course preview to get a quick view of this engaging on-line curriculum designed to help RNs pass the ANCC exam.

Set the course toward Medicare success and check out AHCA/NCAL Gero Nurse Prep today. Remember to enter promo code QUALITY17 and save $100 off the registration fee now through April 30.

From Connections March 1, 2017

March 2017 Observances

**March 12-18 is Long Term Care Administrators Week:** This national observance was created to honor and celebrate the important role that administrators have in providing leadership and in the delivery of quality, resident-centered care, as well as providing staff with a supportive work environment. Take the time to let your administrator know how much you appreciate them during Long Term Care Administrators Week! For more information, visit [www.achca.org](http://www.achca.org).

**March 12-18 is National Patient Safety Awareness Week:** We all have a role to play in patient safety. Lend your support and engage with the United for Patient Safety campaign and Patient Safety Awareness Week. From taking the pledge to support the role you play in patient safety to sharing campaign messages on social media, you can lend your support and help promote this important issue. Visit [www.npsf.org](http://www.npsf.org) for more information.

**March is National Developmental Disabilities Awareness Month:** For 30 years, National Developmental Disabilities Awareness Month has been observed throughout March. In the weeks to come, take the time to learn and teach others about centers for the developmentally disabled and the programs that help them with career planning and other services. For more, visit [www.specialneedsalliance.org](http://www.specialneedsalliance.org).

**March is Save Your Vision Month:** Many of us suffer from vision issues. During the month of March, help raise awareness of good eye health. This year, the American Optometric Association is focusing the campaign on blue light and digital eye strain awareness. For more, visit [www.aoa.org](http://www.aoa.org).

**March is National Nutrition Month:** It’s time to Put Your Best Fork Forward. This year’s National Nutrition Month theme is a reminder that each of us holds the tools to make healthier food choices and that making small changes over time can help improve health now, and in the future. This month, focus on the importance of making healthy, informed food choices and developing sound eating and physical activity habits. For more information, visit [www.eatright.org](http://www.eatright.org).

AHCA/NCAL Information

**So You Think You Might Want to Run for the AHCA or NCAL Board: Everything You Want to Know but Are Afraid to Ask**

American Health Care Association (AHCA) and National Center for Assisted Living (NCAL) members in good standing may submit an application for the 2017-18 elections for the AHCA Board of Governors and the NCAL Board of Directors.
This webinar will explain the application, credentialing and campaign process. It is perfect for those interested in running this year or in future years.

Event Date: April 19, 2017 - 2:00pm – 3:00pm (EST)

Learning Objectives:
- Understand what the AHCA/NCAL Board applications require.
- Learn about the credentialing and campaign process.
- Identify what is required of AHCA/NCAL Board members.

Click here to register.

Presenters:
Len Russ, CEO, Bayberry/CPR Associates
Katherine Preede, Senior Director, Membership and Business Development, AHCA/NCAL
Patricia Georgio, President/CEO, Evergreen Estates

Ahca/ncal’s Nationwide Medicaid Advocacy Effort
AHCA/NCAL members contacted their Members of Congress in the thousands to call on lawmakers to preserve Medicaid for America’s most frail and vulnerable populations.

The campaign is in response to potential efforts in Congress to restructure and reduce the way in which Medicaid is funded on a federal level. Currently, there is no national limit on the amount the federal government can give to the states to supplement Medicaid spending.

Over 16,000 messages were sent to Congress as a result of the ongoing campaign, which urged lawmakers to “protect those who are the most vulnerable and ensure services, like nursing care, remain a fully-funded benefit for these populations.”

AHCA/NCAL encourages any members to get involved, if they have not already, by using their advocacy system to get in touch with their Members of Congress. A briefing of Medicaid’s coverage of older Americans and individuals with disabilities as well as state Medicaid profiles are available online.

Upcoming Webinar:
SNF RUG Utilization Trends – Finding Your Center in the PUF Data | March 16, 2017 | 2:00 p.m. EDT

IHCA PAC Information

2017 IHCA PAC Events
The IHCA and CDDACCS PAC have a number of fundraising events every year to promote our political efforts and raise dollars. Please mark your calendar for the following 2017 IHCA PAC events:

Southern Illinois Golf Outing – April 21
IHCA’s 3rd Annual Southern Illinois Golf Outing will be held at Stonewolf Golf Course in Fairview Heights, IL (near St. Louis). Last year’s outing had 34 participants and took place on a beautiful spring day in Southern Illinois. The 2017 outing will be at the same venue, and prices include greens fees, golf, lunch, drinks and a reception after the outing. $100/$375 per foursome. Click here to view the registration form for more information. Thank you to ONR for once again being a title sponsor for this event!

IHCA PAC Annual Baseball Outing - July 21
An event that quickly became a crowd favorite, 2017 marks the 5th annual IHCA PAC baseball outing at Wrigley Field in Chicago. Per tradition, we will be hosting our event at one of the famous Wrigley Rooftops, 3619 Sheffield Ave., for a contest between the World Champion Chicago Cubs and perennial favorite St. Louis Cardinals. Pricing is all inclusive. $250/per person.

Fall Golf Outing - September 11
For the flagship IHCA PAC event, we return once again to beautiful WeaverRidge in Peoria for our fall golf outing. Consistently ranked one of the best courses in the Midwest, this is a round of golf not to be missed. Pricing includes greens fees, golf, lunch and drinks. $150 per person/$575 per foursome.
Oksnevad 5K - September 12
The fastest growing IHCA PAC event, the Oksnevad 5K returns for its fifth year in 2017. For the third time, we will be running on the Peoria Riverwalk. Pricing includes registration, runner's goody bag and a sponsor t-shirt. $30 per person.

Please contact Kristin DiCenso at kdicenso@ihca.com or Matt Hartman mhartman@ihca.com to register or sponsor any of these events.

IHCA Association Information

IHCA Membership Directory & Buyer's Guide
You should have received your copy of the 2017 IHCA Membership Directory & Buyers’ Guide in the mail. An electronic version will be available soon and will be accessible in the Resource Center in the Members Only section of ihca.com. If you did not receive your hard copy, or need additional copies, please contact Ashley Caldwell (acaldwell@ihca.com).

New! IHCA Has Started a Workforce Development Task Force
Started as a sub-committee of IHCA’s Public Policy Committee, the new Workforce Development Task Force will focus on key member issues relating to our profession’s workforce. Tom Annarella, Valley Hi Nursing and Rehab, will be chairing this new committee. If you are interested in serving on the task force, please let us know!

IHCA Awards Program – Changes are Coming!
Awards: You will be receiving an overview of what’s new, what’s changing and how to submit your nominations soon! Who will you nominate this year?!

Awards Task Force: IHCA is looking for volunteers to help choose this year’s IHCA Award winners. As in years past, the Task Force will be responsible for reading through the nomination forms (any recognizable information about a nominee is blacked out so this is a completely blind process) and choosing the winners.

Starting this year, the Task Force will have some additional duties as well. More information on that to come.

If you are interested in serving on the IHCA Awards Task Force, please contact Ashley Caldwell (acaldwell@ihca.com).

IHCA Member Spotlight
Calling IHCA Members – We Want to Feature Your Company Here!!!
Are you looking for a way to reach our members? Well, this is a great way to do just that! Our Member Spotlight gives our members a space to let us know what their company (or facility) is all about! (And to brag a little too if you want to!) Your Company Information could be seen here in an issue later this year!!

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?

Ready to sign up for a member spotlight?! Contact Ashley Caldwell! Email acaldwell@ihca.com or give her a call today!