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**Membership Renewals/Updates – Please Review Your Information and Respond ASAP!**

Time is running out to update our membership database before work is finalized on the 2019 directory. The second round of renewals/update requests went out this week. When you receive your renewal we ask that you review the information and respond to let us know of any changes. If there are no changes, please indicate that in a reply to Ashley Caldwell (acaldwell@ihca.com).

We thank you for your assistance in keeping our records up-to-date. It helps ensure that association information is getting to the correct person/place and that the appropriate people have access to our IHCA Member Portal. This information will also be published in the 2019 IHCA Membership & Directory & Buyers’ Guide so please be sure we have the correct information by the deadline.

**IHCA Standing Committees and Task Force Groups**

With 2018 winding down it is time again to fill our standing committees for the coming year. If you would like to serve on a 2019 IHCA Standing Committee or Task Force Group (see list below) please fill out the commitment form and return it to IHCA prior to Monday, November 26.

**IHCA Committees & Task Force Groups**

- Administration/Finance and Operations Committee
- Awards Task Force (IHCA Excellence Awards)
- Education, Convention & Trade Show Committee
- IHCA PAC (Political Action Committee)
- Legal Committee
- Public Policy Committee

*Please note:* If you are currently serving on an IHCA Committee, be sure to submit a form to indicate your commitment to continue serving. By submitting this form, you are indicating your commitment to attend four to six meetings a year, in person or by telephone conference call depending on the committee. If you sign up to serve on a committee, and then miss more than two meetings in a row, you will be removed from the committee. In an effort to create diverse and widespread representation, appointments to specific committees may be limited to one participant per center, program or organization.
Our Journey to Gold Quality Care – Sunrise of Gurnee

Kimberly Dilg, Executive Director

Our journey began in 2014 with Sunrise’s Quality Assurance and Performance Improvement (QAPI) program, a companywide initiative to use data and the Baldrige Criteria for Performance Excellence to inform decision-making and help enhance quality of life for residents at Sunrise communities. As part of this program, we adopted the APIE approach to continuous problem-solving:

1. Assess an opportunity,
2. Plan a process,
3. Implement a performance improvement plan, and
4. Evaluate outcomes.

Our community leadership team completed a SWOT (strengths, weaknesses, opportunities, threats) analysis to create a list of measurable goals each year and met monthly to measure our progress and adjust our strategies.

In 2015, our regional team recognized Sunrise of Gurnee’s trend of positive outcomes and encouraged us to apply for the Bronze—Commitment to Quality Award. Upon receiving the Bronze Award in 2015, we then took the natural next step of pursuing the Silver—Achievement in Quality Award. Our community received further guidance from our internal Quality team, who helped us implement tools such as fishbone diagrams to determine the true root causes of certain effects. In 2016, we received the Silver Award.

In January 2017, we established a plan to achieve the Gold—Excellence in Quality Award. I liken the experience to preparing for a marathon. While the application and our long-term goal initially seemed daunting, we chose to set more manageable targets on a monthly basis. This enabled us to regularly celebrate progress, thereby keeping team members invested and engaged. Recognizing the need to not only establish, but also sustain positive trends, our team made a point to remain attentive and responsive in addressing areas of opportunity and outliers efficiently.

As a result of the processes we implemented throughout our quality journey, our community has reduced hospital readmissions and the use of antipsychotics, and increased training compliance and team member retention and engagement—all while continuously bringing meaningful days to residents through our personalized care. Our success was recognized this year as we became one of the first two assisted living communities to ever receive the Gold Quality Award.

We are elated that the hard work of our team members and our commitment to the Sunrise QAPI program has helped us earn this honor. Our team members’ pride, confidence, and motivation is evident as they go about their work each day, and our families and residents have expressed great satisfaction in knowing that our community truly is committed to the Sunrise mission to champion quality of life for all seniors. While we are proud to receive this award, we recognize the truth of one of our beloved Sunrise-isms: “The best senior living has yet to be invented.” We, along with every Sunrise community and team member, remain dedicated to growth and will continue to follow our systematic processes to innovate and improve.

*This article was taken from AHCA/NCAL’s blog, Long Term Care Leader.

Skilled Nursing is 1-2 in First-Ever ‘Best Workplaces’ List

Skilled nursing providers earned the top two positions in the first-ever “Best Workplaces” for Aging Services list published by Fortune magazine early Thursday morning.

Gurwin Jewish Nursing & Rehabilitation Center & Gurwin Jewish ~ Fay J. Lindner Residences, Inc. of Commack, NY, and Hawthorne, NJ-based Van Dyk Healthcare were ranked Nos. 1 and 2, respectively. Gurwin, which has 936 employees, had 93 percent of its respondents call their workplace “great,” with “atmosphere,” “pride” and “bosses” registering the highest at 98 percent each.
At Van Dyk, 91 percent of responding employees ranked their workplace “great.” The “pride” category led at 97 percent, with “communication,” “atmosphere” and “bosses” ranking next at 96 percent.

Overall, skilled nursing majority-providers occupied six of the top 40 spots recognized by Fortune in the “senior housing” division. Another 10 were honored on the “at-home” side.

Other “stars” on a list described as predominantly-skilled nursing include: No. 12, Generations Healthcare of Santa Ana, CA; 17, Vetter Senior Living of Elkhorn, NE; 24, American Medical Facilities Management of Charleston, WV; and 25, Chaparral House of Berkeley, CA.

The new list had created a buzz among eldercare service providers since fall of 2017, when McKnight’s first announced that long term care, along with other eldercare providers such as senior living and home care, would be included in the consumer-media giant’s array of “Best Workplaces” lists.

Fortune’s research partner Great Places to Work analyzed results from more than 162,000 employees in creating its first Aging Services certification and recognition lists. Dozens of other companies were notified over the summer that they had attained “certified” status. To qualify, organizations had to apply and pay a fee to have their employees submit to extensive questioning about engagement, company culture and more. (A McKnight's Guest Column fully explaining the Great Places to Work process appeared last week.)

Keep an eye on mcknights.com and mcknightsseniorliving.com for more on the skilled nursing- and senior care-dominant winners on the first-ever Aging Services Great Places to Work lists.

*This article was taken from McKnight’s Long Term Care News.*

**As Consumer Clout Grows, Providers Need to Bust Long Term Care ‘Myths’**

In a world where ratings and reviews help shape consumer choice, long term care has a major perception problem, according to a recent article from Skilled Nursing News.

“When we go out and just talk to consumers, perception-wise, about long term care, only about 24% trust or have confidence in long term care or nursing homes,” Ryan Donohue, strategic adviser at the research firm NRC Health (Nasdaq: NRC), told Skilled Nursing News in a conversation on the sidelines of the American Health Care Association’s annual conference and expo in San Diego last month.

These findings are in line with information from an informal survey conducted at the beginning of this year by Skilled Nursing News. This survey found that randomly selected consumers in a Chicago grocery store associate “nursing home” with “dismal,” “sad” and “bad food.”

However, when consumers actually go into a facility, the picture changes, explained Donohue. In fact, nearly 90 percent of individuals who have been residents in a long term care center would recommend the experience as compared to those on the outside.

Results like these show that negative perception is something that long term care providers need to address.

“I think that [negative perception] is a myth we have to turn around by sharing information about what our current customers think,” said Pat Cokingtin, senior vice president of sales and marketing at American Senior Living, at the AHCA conference. “That’s some of the things we’re concentrating on, really leveraging our reputation as a company … I need to find a way to leverage that in the community, because what other people are saying about me is more important than what I’m saying about me.”

According to the article, one of the other obstacles is that most people age 65 and older don’t think they’ll need skilled nursing or long term care of any sort for at least 10 years. But educating them and giving them the tools to make plans generally leads them to feeling better about the possibility, Donohue said. And even though it’s a common idea that people prefer to be in their homes, that doesn’t always apply to the people Cokingtin sees.
“Most of the people who have come to us have already explored that avenue,” she said. “And it’s not working. Even with the means, there’s social isolation … Home care is great when your care needs can be scheduled. When it becomes care on demand, then living in a congregate care community makes better sense.”

When it comes to educating consumers, though, there are some options. Donohue has seen clients build apps that allow potential residents to take a virtual tour of a facility. And even though patients about to go into a nursing facility are in some cases constricted by narrow networks, they still have choices about where they’ll go, Cokingtin noted.

“I think that’s another big myth, that everyone who’s in skilled nursing had zero choice to be there,” Donohue said, adding that consumers have actually started to push back on narrow networks as more and more information becomes available to them.

That information has taken consumers to some interesting places, such as Yelp, which began as a site for food reviews. But both she and Donohue see this as a kind of opportunity. Reviews from sites like Yelp, Google and Facebook can be unreliable though, and providers should be careful to make sure they have some balance and authenticity in the comments they are posting online.

One step Americare has taken is to partner with NRC Health to gather verified resident and family feedback and convert it to ratings and reviews. In order to gain public trust, the company includes both negative and positive remarks, and also explains the survey processes it uses to get this information.

“We find the authenticity rises if you have a high number of reviews, and you have actual comments they can read about other people like themselves,” Donohue said.

For more information, [click here](#) to read the full article from Skilled Nursing News.

### November 2018 Observances

#### November 12-18 is National Antibiotic Awareness Week: Antimicrobial stewardship is an overarching goal and priority among all health care professionals and is receiving a lot of attention from state and national health care regulators. The science behind and methods for good antimicrobial stewardship are universal and apply regardless of setting. [Click here](#) for more.

#### November is National Home Health Care Month: Each year, the National Association for Home Care & Hospice hosts National Home Health Care Month to honor the families, friends and professional caregivers dedicated to helping older adults and disabled individuals remain in their homes. [Click here](#) for more information.

#### November is National Alzheimer’s Disease Awareness Month: There are nearly 15 million Alzheimer’s and dementia caregivers in the U.S. today. This month is not only a great opportunity to help spread awareness of Alzheimer’s and dementia; it is also an excellent time to honor the millions of caregivers who help care for those suffering from the disease. [Click here](#) for more information.

#### November is American Diabetes Month: The vision of the American Diabetes Association is a life free of diabetes and all of its burdens. Raising awareness of this ever-growing disease is one of the many efforts of the association. This month is a great opportunity to take part in programs designed to focus the nation’s attention on the issues surrounding diabetes and the numerous individuals impacted by the disease. [Click here](#) to find out more.

### AHCA/NCAL Information

#### National Quality Awards
The AHCA/NCAL National Quality Award Program provides a pathway for providers of long term and post-acute care services to journey towards performance excellence. The program is based on the core values and criteria of the [Baldridge Performance Excellence Program](#).
How do I get started?
1. Download and review the application packet for your respective award level
   - Check out our self-assessments at the Silver and Gold level to see if you’re ready to apply!
2. Log into the Quality Award Portal
3. Submit a payment for your center in the Quality Award Portal

Key Upcoming 2019 Quality Award Program Dates
- November 29, 2018: Examiner application deadline
- January 31, 2019: Bronze, Silver and Gold final application deadline

All deadlines are at 8 p.m. Eastern Time and late submissions are not accepted for any reason. If you have any questions, please feel free to contact the AHCA/NCAL Quality Award team at qualityaward@ahca.org.

70th Annual Convention & Expo - Call for Presentations
AHCA/NCAL will hold its 70th Annual Convention and Expo at The Orange County Convention Center, Orlando, FL. As a long term care professional, you understand the trends, issues and challenges facing our profession. Now is your chance to share ideas that reflect your success stories and professional insight, as well as ideas and programs that enhance the long term and post-acute care service delivery. We are particularly interested in proposals that reflect and will help support providers in achieving the AHCA Quality Initiative goals the Quality Initiative for Assisted Living and Advancing the Core Values of the Baldrige Performance Excellence Criteria. Click here to submit your proposal by the deadline of November 30, 2018.

AHCA/NCAL Quality Summit: Registration Now Open
AHCA/NCAL 2019 Quality Summit – Disrupt to Lead. Innovate to Succeed. Calling all out-of-the box, visionary, and why not thinkers. Join other long term and post-acute quality practitioners in Tampa, FL, March 18-20, for the AHCA/NCAL Quality Summit. You can lend your voice to the conversation around what it takes to disrupt the status-quo in order to move forward with new ideas in patient-centered care and operational excellence (OR delivering solutions for quality care). Online registration is now open. The registration deadline is March 5, 2019.

Registration Open for the 2019 Independent Owner (IO) Leadership Conference
The AHCA/NCAL Independent Owner (IO) Leadership Conference is a unique opportunity for you and your peers. Taking place in beautiful Tampa, FL immediately following the Quality Summit, it’s a great way to learn something new and gain insights into some of your toughest challenges. Register online today. The registration deadline is March 5, 2019.

Highlights include:
- Pre-conference session of LED Talks curated by Provider Magazine: These are short, targeted impactful presentations on topics designed to Lead, Engage, and Discover.
- Owner-to-Owner Town Hall: The discussion will focus on emerging trends as well as litigation, records requests, and risk management.
- Networking and social events that provide invaluable opportunities to share ideas with others from across the country.
- Education sessions focused on your critical needs and questions: You can earn up to 12.75 CEs while gaining important strategies and inspiration.

The IO Conference immediately follows the 2019 Quality Summit and takes place at the same location. Register for both and save $50!

AHCA/NCAL Launches Online Resource Center to Promote Long Term Care Workforce Recruitment, Retention and Development
Finding a qualified workforce is one of the largest challenges facing long term care providers. AHCA/NCAL recently unveiled new resources to help members attract and retain qualified caregivers. The online Workforce Resource Center includes resources and tools for AHCA/NCAL members to learn more about effective strategies for recruiting, retention and staff development. The association also announced a partnership with PHI, a leading provider of workforce training programs. PHI offers a range of services that help providers attract quality workers, promote excellent care, reduce turnover and achieve cost efficiencies. AHCA/NCAL and PHI will provide coaching, training and consulting to help long term care providers deliver quality care.
Gero Nurse Prep: A Real World Solution for Your RN's Real World and Its On Sale!

AHCA/NCAL Gero Nurse Prep does much more than just prepare RNs to take the American Nurses Credentialing Center (ANCC) board certification exam in gerontological nursing. It increases experienced RNs’ knowledge of gerontological nursing practice. Gero Nurse Prep students see a dramatic 24 percent average increase on their pre- and post-test scores.

Gero Nurse Prep is on sale! Save $100 off the regular registration fee now through November 30 by using promo code REALRN18 (all caps). AHCA/NCAL Gero Nurse Prep provides tremendous value at this AHCA/NCAL member $590 sale price. That’s less than $20 per contact hour for outstanding nursing education that makes a measurable difference on so many fronts. For RNs interested in pursuing Board certification through ANCC, there is an additional and separate cost of $395. Watch this video to learn more about AHCA/NCAL Gero Nurse Prep.

AL Cost Calculator

The AL Cost Calculator is a web-based, enhanced resident assessment tool that assesses how costs are allocated across residents. Better understand the needs of your residents, so you can put the right staff with the right skills in the right place and at the right time. Multi-facility companies can see their company’s costs across different buildings and over time. Learn more about the features and benefits.

The AL Cost Calculator will be available to NCAL member providers at no additional cost – it’s included with your membership.

IHCA Information

LTC Today Magazine—Fall/Winter 2018 Issue Now Available Online

The Fall/Winter 2018 issue of IHCA’s LTC Today magazine should have hit your mailboxes already. We hope you enjoyed it! If you did not receive your copy, or would like extras, please contact Ashley Caldwell (acaldwell@ihca.com). You can also view the digital edition by clicking here. Have a topic you’d like to see covered? Let us know! We are always looking for story ideas and/or members who would like to contribute.


Our publishing partner, E&M Consulting, will be wrapping up the sales for the 2019 IHCA Membership Directory & Buyers’ Guide soon. E&M will be contacting members in the coming weeks about advertising opportunities in the 2019 directory. This gives you a chance to promote your business while supporting the association. If you have any questions or would like to advertise, please contact Tyler with E&M at 217-391-3719, 800-572-0011 or tyler@emconsultinginc.com. Check out the 2019 Rate Card for information on the available advertising opportunities or view them online here.

LTC Today Magazine – Advertising Opportunities for 2019

Are you in the process of reviewing your marketing plan for 2019? The 2019 issues of the LTC Today magazine offer multiple opportunities to promote your company, product or service to long term care providers! Click here to view the 2019 Media Kit for more information. To purchase an ad online, click here.

Issue and Distribution Information

- LTC Today is distributed semi-annually to all Illinois Health Care Association members in Illinois and other interested parties
- The magazine averages 1,000+ clicks per issue and includes clickable links to direct readers to your website.
- Each issue is hosted online through IHCA’s website.

If you have any questions or are interested in advertising, contact Tyler Gilboe at 800-572-0011 or email him at tyler@emconsultinginc.com.

Latest IHCA VCast

This week’s episode featured the IHCA Board of Directors wishing you all a Happy Thanksgiving and sharing some of the ways they celebrate the holidays in their centers. VCast Online: Past VCast emails, with all of the appropriate links, are
now available in the IHCA Resource Center. To access the resource center, simply log in to the member portal and click on Resources.

**CE Certificates from the 68th Annual IHCA Convention & Expo Now Available in IHCA’s CE Central**

Attendees can now access their Continuing Education Certificates from the 68th Annual IHCA Convention & Expo through CE Central (click here). Please access your certificate and review it to make sure that everything is correct. Additionally, certificates are also available for all of our past 2018 educational sessions, as well as the 2017 convention. To access CE Central, go to www.ihca.com/education and click on the CE Central link. Once there, simply enter your first and last name into the system to retrieve your information.

**LTCNA Scholarship Application Now Available!**
The Long Term Care Nurses Association will award up to two scholarships in the amount of $1,000.00 each in 2018 for RNs, LPNs and Nurse Aides to further their careers in nursing. **Application deadline is December 31, 2018.** Click here to view the application.

**LTCNA Offering Core Competency Sessions!**
LTCNA is now offering a la carte competency training sessions with their simulation mannequin, Geri Manikin! Get your nurses the training they need right in your center! The cost will be dependent on the amount of time spent in the center. Charter Memberships are also still available for centers. The fee for the membership is $2,000 and the center will receive 24 hours (4 6-hour days) of simulation time over the course of the year. For more information contact Debbie Jackson at djackson@ihca.com or 800-252-8988.

**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 a future issue!!

Has your company recently celebrated a milestone? 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!