



Volume 3, Issue 2

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New Address

After July 4, 2010 the CARF Tucson office will be relocating. The new address will be **6951 E. Southpoint Road, Tucson, AZ 85756**

The CARF-CCAC office in Washington DC will not change.

Gray is the new green at Asbury Methodist Village, Inc.

Asbury Methodist Village, Inc. (AMV), has taken up the call to go green as part of its mission. Associate Executive Director Henry Moehring stated “At the heart of our mission is stewardship, and to us that includes environmental stewardship. This part of our mission is a formal way of committing to preserving the environment while continuing to care for our residents. This is not just a project to us but a way of doing business.”

AMV began its journey toward becoming a green community in 2007. While researching different approaches to help reach this goal, the organization discovered Gray Is Green: The National Senior Conservation Corps. Gray Is Green provides resources to seniors in greening, advocacy, and learning and teaching. It was founded by a group of retired professors interested in environmental conservation who decided to “green” their retirement homes. Gray is Green provides a variety of resources including, but not limited to, a handbook on conservation for retirement communities, a self-assessment tool to help evaluate the areas of conservation and sustainability in which a retirement community has

room for improvement, and a carbon footprint calculator for retirement communities.

AMV contacted Gray Is Green and asked if it could collaborate with Gray Is Green on Shades of Green, the self-assessment tool. The organizations worked together to adapt the tool to fit AMV and include broader responses to the questions in the assessment than simply *yes* and *no* answers. This enabled AMV to get a more accurate picture of priorities within its community.

AMV began by getting residents and staff involved and forming subcommittees for each area in the handbook. After completing a self-assessment, AMV found that its community was not as green as it wanted it to be. The community has therefore continued to work on its carbon footprint while making progress in many areas along the way.

AMV connected with the Wildlife Habitat Council and earned a certification as a wildlife habitat work site. This means that it is making an efforts to live harmoniously with the environment around the community by implementing a master plan to preserve green space. As part of the process, AMV has developed brush piles and pollinator gardens, has left tree trunks standing for woodpeckers, and is putting fish in the ponds on campus.

With this certification comes the added responsibility of using additional guidelines for AMV's upcoming expansion project. One change it plans to make during the construction is to install solar street lights. AMV has also engaged a landscape architect to help choose plants and shrubs that are local to the area to help balance the environment.

AMV residents have been at the center of the green initiative. The administration has fostered the residents' and staff's interest by keeping the community informed throughout its journey while also celebrating milestones. AMV is in the midst of planning its second annual open house to promote green activities. This open house includes vendors, such as waste management and pest control companies and Sodexo, to name a few, that participate by demonstrating for residents and staff what individuals can do to help the environment. During the previous year's event, one vendor had the residents trade in an incandescent light bulb for a free energy saver light bulb. AMV also uses the event as an opportunity to update everyone on what is happening on campus and how it is being done to improve the green community. Other communication efforts throughout the year include monthly green-related articles, tips, and accomplishments in the resident newspaper and staff newsletter.

Although AMV is just beginning its journey toward becoming a greener community, it hopes to be a learning site through Gray Is Green for other retirement communities. AMV is also working on creating partnerships with the external community to expand its efforts.

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Promote your CARF or CARF–CCAC accreditation in your detailed listing

Consumers, geriatric care managers, social workers, case managers, elder law attorneys, and information/referral specialists use the [SNAPforSeniors®](#) senior housing database to search for housing and care options for their loved ones and clients.

Leverage your CARF or CARF–CCAC accreditation to distinguish your listing

Fill out a [SNAP-Profile™](#) at **no cost** and your CARF or CARF–CACC accreditation seal will appear on your detailed listing informing users that your community represents quality. [Learn more.](#)

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2010 standards manual effective July 1, 2010

2010 CARF–CCAC and Aging Services standards manuals are now available. Be sure to keep up to date with the changes made from the previous standards manual versions. If you have any questions or do not have a 2010 standards manual, please contact CARF-CCAC toll free at (866) 888-1122.

Updates to the standards manual

CARF–CCAC has revised the standards for person-centered long-term care (nursing home) communities that were originally released in 2006.

In response to development of additional home and community services (HCS) programs in the field, CARF is pleased to announce that a new set of standards has been developed for HCS programs. These new standards have been included in your manual because many organizations may be interested in these standards to accredit their HCS programs simultaneous with other currently accredited programs.

As always, the CARF Aging Services team strives to incorporate field comments and streamline standards whenever possible. For details regarding standards changes between 2009 and 2010, please review the “Changes” section located on page 29 of your manual.

We strongly encourage you to review the section of the manual titled “Accreditation Policies and Procedures,” as this information is subject to annual updates, and accredited organizations are required to adhere to CARF’s policies and procedures.

Which sections of the manual apply to you?

Section Number	Applicability
Section 1. (A.-N.) ASPIRE to Excellence®	Required: All sections are applicable to Continuing Care Retirement Communities (CCRCs).
Section 2. (A.-B.) Care Process for the Persons Served	Required: Both sections are applicable to CCRCs.
Section 3. (A.-E.) Program Specific Standards	Optional: CCRCs may choose to add on the following programs: Adult Day Services, Aging Services Network, Assisted Living, Person-Centered Long-Term Care Community, or Home and Community Services.
Section 3. (F.) Program Specific Standards	Required: This section is applicable to CCRCs.
Section 4. (A.-B.) Special Population Designation Standards	Optional: A CCRC may choose to add the following standards if it serves a specialized population for stroke care and/or dementia care.

When does this manual go into effect?

- This manual is used for all on-site surveys (originals and resurveys) scheduled between July 1, 2010, and June 30, 2011.
- If your organization is accredited and you will not have a survey conducted between July 1, 2010, and June 30, 2011, CARF indicates that your organization should maintain conformance to current standards, policies, and procedures. Please thoroughly review the manual so that your organization can remain current on the standards implementation.

Additional information

To participate in 2010 education on the standards and accreditation process, please visit www.carf.org/aging and select “Education and Training.” An Aging Services training calendar, along with online registration information, is posted.

CARF is currently seeking additional peer surveyors for aging services. In particular, we are seeking individuals who have expertise in various home and community services and finance. We encourage you and your colleagues to participate in this unique professional opportunity. Please download a surveyor application from www.carf.org/surveyor.

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Seniors list financial transparency and social accountability in top five

Recently CARF spoke with a group of resident leaders to gain insights on issues of most importance to them regarding characteristics seniors look for in a Continuing Care Retirement Community (CCRC). The top five things they shared were the following:

1. Financial transparency
2. Resident representation on board of directors
3. Social accountability
4. Access to transportation
5. Endowment for residents who have exhausted their financial resources

These responses are not new and will not come as a surprise to many of you in the Aging Services field. With the recent economic downturn, financial transparency is more important than ever to consumers and remains at the top of the list. Some of the big items that usually make an appearance at the top, such as food quality, have been replaced by other items, such as social accountability. Social accountability was mentioned in that some seniors may want to see more at a community than volunteer hours to help maintain the organization's nonprofit status for US tax purposes. What may come as a surprise are some of the things seniors see as a deterrent to moving to a particular CCRC.

Marleen Varner, a senior who recently visited a number of CCRCs this past year in search of her future home, found that organizations that offered discounted entrance fees were at the bottom of her list. She stated "I found myself avoiding CCRCs that offered discounts on their entrance fees. It was a red flag for me that they had very low occupancy and, in some cases, might not be financially sound. Ms. Varner also shared that CCRCs with evidence of deferred maintenance were also low on her list because it gave her the impression that those communities might not meet her needs in the long run. As expressed by Marleen, the maintenance of the physical plant is becoming more important to both current and potential residents. Keeping up the facility and grounds and not deferring maintenance will positively impact current resident satisfaction while helping to attract potential residents. Some in the field have gone as far to say that "The CCRC is becoming a backdrop for the residents' lifestyle, not the center of their life."

Jack Mathison, president of the National Continuing Care Resident's Association (NaCCRA) said he feels that "It is important for CCRCs to appeal to a broad economic background by offering a variety of apartment sizes, including studios". Many CCRCs have started converting their studio apartments into larger apartments, thereby excluding middle income persons from the opportunity to move to their communities. Mr. Mathison stated that this was a major deterrent for him when looking at CCRCs.

NaCCRA members Jack and Valerie Cummings also shared some of their negative

experiences while searching for a CCRC. Meeting with the marketing director at a CCRC in California to review their contract before signing on the dotted line, Mr. and Mrs. Cummings decided to ask a few more questions. They inquired about the transportation schedule the community offered. Jack stated “When we heard that they offered only five van trips a week for 800 plus residents and reservations had to be made two weeks in advance for medical appointments for a space on the van, we decided that was it. We left and started our search all over again to find a community that would meet our needs as active seniors.”

Jack Mathison, Marleen Varner, and Jack and Valerie Cummings all have high expectations, and they are not in the minority. A [case study](#) on CCRCs conducted by Aramark shows that boomers expect “experiences” in life. Aramark found that “in the next few years, CCRCs that are geared up culturally to deliver programs that meet the seniors’ higher expectations will be set apart from the others.”

Seniors are requesting more information than ever before making a decision to move, and their preferences will require creative approaches. Transparency and flexibility can go a long way toward opening your doors to a larger population of seniors seeking housing and services.

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Upcoming educational webinars for 2010

Innovative Practices Webinar

July 14, 2010, 11:00 AM–1:00 PM Eastern

The aging services profession continues to be interested in information about innovative practices that can easily be replicated and that have made a positive difference in an organization. This webinar is designed to share a sampling of innovative practices that have been identified through the accreditation process. The information shared regarding these practices is valuable for managers of organizations who are seeking accreditation for the first time, preparing for reaccreditation, or simply wanting to learn more about innovations in the field. How technology supports quality and innovation will be the focus of this webinar, and it will be co-presented by CARF staff and representatives from accredited organizations. This presentation concludes with an interactive question and answer segment.

Co-presented by:

Peter Kress, vice president and chief information officer with ACTS Retirement-Life Communities, Inc.; and Suzanne Matthiesen, managing director for CARF-CCAC and Aging Services

Accessibility Planning Webinar

August 4, 2010, 11:00 AM–1:00 PM Eastern

Accessibility planning is a broad and complex topic that can encompass issues such as communications, transportation, physical environment, and others that impact the lives of persons served. This webinar is designed to assist managers in establishing an efficient and meaningful accessibility plan. Current accessibility standards that focus on specific types of barriers will be interpreted, and techniques for accessibility planning will be shared. This webinar is co-presented by CARF staff and a representative from an accredited organization that has implemented an accessibility plan. Managers of organizations who are seeking accreditation for the first-time, preparing for reaccreditation, or simply wanting to learn more about accessibility planning will find this session valuable. This presentation concludes with an interactive question and answer segment.

Co-presented by:

Richard Olson, director of Assisted Living with The Sequoias - Portola Valley

Home and Community Services Overview

August 5, 2010, 2:00–4:00 PM Eastern

This comprehensive webinar offers insights regarding practical application of the new 2010 Home and Community Services standards. Emphasis is placed on sharing various examples of ways to demonstrate conformance to the standards by different types of home and community services providers. This session is highly recommended for managers of organizations who provide home and community services and who are interested in determining if these standards may be useful for their organization. This presentation concludes with an interactive question and answer segment.

Hot Topics/Leadership Review Webinar

October 6, 2010, 2:00–4:00 PM Eastern

Managers who are interested in learning about the high level hot topics CARF is seeing in the areas of governance, risk management, and accessibility will find this webinar valuable. Trends identified through on-site surveys and tips for implementing the standards will be co-presented by CARF staff and leadership from an accredited organization. Managers of aging services organizations who are seeking accreditation for the first-time, preparing for reaccreditation, or simply wanting to learn more about CARF's hot topics are encouraged to participate. This presentation concludes with an interactive question and answer segment.

Co-presented by:

Patsy H. Long, B.S., ADM, RN, executive director with Alternative Care Concepts, Inc.; Donna Taylor, NHA, executive vice president of operations at Episcopal Ministries to the Aging, Inc.; and Barbara W. Thomas, NHA, chief executive officer with Kendal at Oberlin

Upcoming Events

- [Florida Association of Homes and Services for the Aging \(FAHSA\) Annual Convention and Exposition](#), July 25–29, in Boca Raton, FL. CARF-CCAC will be presenting a session “Performance Improvement: A Framework for Quality.”
- [Florida Assisted Living Association Annual Conference and Trade Show](#), August 10–13, in Westin, FL. CARF-CCAC and Aging Services will be presenting a session titled “Innovative Strategies for Survival in Today’s Economic Climate” with current Financial Advisory Panel (FAP) members Mike Kelly, Ziegler and Brian Williamson, Standard and Poor’s.
- [Pioneer Network National Conference](#), August 8–11, in Indianapolis, IN. CARF-CCAC and Aging Services will be presenting a session titled “Across the Continuum: Culture Change in All Levels of Care” with surveyors Deborah Hiller, Eliza Jennings Senior Care Network; and Kay Kallander, American Baptist Homes of the West (ABHOW).
- [National Adult Day Services Association \(NADSA\) Annual Conference](#), August 20–21, in Raleigh, NC. CARF-CCAC and Aging Services will be presenting a session titled “Survive and Thrive: Solutions for Tough Times” with surveyor Pat Long, BEELONG Adult Day Services; and Toni Camp, Life Enrichment Center; and Lisa Peters-Beumer, Easter Seals.
- CARF 101 for Aging Services in Ontario, Canada, September 29-30. Save the date—more information coming soon.

Organizations achieving accreditation for the first time

Congratulations to the following organizations that have achieved accreditation for the first time during the 2009 survey manual year:

Bennett Health Care Centre, Georgetown, ON
Broadview Foundation O/A Chester Village, Toronto, ON
Canterbury Woods, Williamsville, NY
Chateau Gardens Aylmer, Aylmer, ON
Chateau Gardens London, London, ON
Chateau Gardens Parkhill, Parkhill, ON
Deerfield Retirement Community, a Lifespace Community, Urbandale, IA
Elant Choice, Newburgh, NY
Grand Lodge at the Preserve, a Lifespace Community, Lincoln, NE
Heritage Nursing Home, Toronto, ON
Mississauga Long Term Care Facility, Mississauga, ON
Park Pointe Village, Rock Hill, SC

Pine Grove Lodge, Woodbridge, ON
Pine Meadow Nursing Home, Northbrook, ON
Presbyterian Village of Hollidaysburg, Hollidaysburg, PA
Quincy Retirement Community, Quincy, PA
Redstone Highlands, Greensburg, PA
The Bell House, Inc., Greensboro, NC
The Knolls of Oxford, Oxford, OH
The Royal Oak Long Term Care Centre, Kingsville, ON
Villa Colombo Vaughan, Kleinburg, ON
Watford Quality Care Centre, Watford, ON
Westminster Woods – Huntingdon, Huntingdon, PA
Windy Hill Village < Philipsburg, PA

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If you have suggestions for content to be included in a future issue of Continuing Communication, please email the editor, Rebecca Best, at continuingcommunication@carf.org

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