

LeadingAge™ *Newsline* New Jersey

INSPIRE ♦ SERVE ♦ ADVOCATE

June 2011

Welcome to the **LeadingAge New Jersey Newsline**, our newsletter for members!! Feel free to contact us at www.leadingage.org whenever you have suggestions for news items relating to your community or if you would like to contribute an article in future editions.

LeadingAge New Jersey 80th Annual Meeting and Exhibition A Big Success



Many stars were in alignment for the 80th LeadingAge New Jersey Annual Meeting and Exhibition including an incredible lineup of keynote sessions featuring Governor Christine Todd Whitman, Olympia Dukakis, Jack York and the singing duet "4 Stories High". Aside from these, this year's meeting was also illuminated by the brightness emanating from the following LeadingAge New Jersey 2011 Award Winners: **NOTE: To see additional pictures from this year's Annual Meeting and to watch YouTube videos of selected presentations click on the Photo Gallery page on the LeadingAge New Jersey website:** www.leadingagenj.org

The President's Award for Lifetime Achievement



Douglas A. Struyk
President & CEO
Christian Health Care Center

Distinguished Service



David B. Wean
Executive Director
Crestwood Manor

Professional of the Year



Linda Rose
Vice President of Health Services
Springpoint Senior Living

AMOS WILLCOX AWARD for Professional Services in the Field of Aging



Resident Council Charitable Fund
Daughters of Israel

Frontline Professional of the Year



Daisy Coleman, CAN
Our Lady's Multicare Center

Facility Trustee of the Year



Susan M. Zellman
Freeholder Deputy Director
Sussex County Homestead

Innovation of the Year



Artful Expressions
Seashore Gardens Living Center
Collaborates with Noyes Museum of Art

Community Service



Cedar Crest Scholars Fund
&
Haiti Disaster Relief Committee
Cedar Crest Retirement Community

Volunteer of the Year



The Rothenberg Family
Daughters of Israel

Resident of the Year



Faye Bradus
The Martin & Edith Stein Assisted
Living Residence

Business Member of the Year



Lewis-Chester Associates, Inc.

LeadingAge New Jersey Gratefully Acknowledges The Following Sponsors

Borden Perlman Insurance
Celebrate Age Reception

Christian Health Care Center
Opening General Session

allRisk Property Damage Experts
Welcome Reception

Archer & Greiner Attorneys at Law
Name Badge Holders

ParenteBeard, LLC
Tote Bags

Lutheran Social Ministries of New Jersey
Pens

Johnson Kendall & Johnson
Notepads

Green Hill, Inc.
Volunteer of the Year Award

Kanalstein Danton Associates, P.A.
Professional of the Year Award

Lutheran Social Ministries of New Jersey
Community Service Award

Parker McCay, P.A.
Innovation of the Year Award

Renee Denmark Punia Community Hospice of Greenwood House
Distinguished Service Award

United Methodist Homes of New Jersey
Frontline Professional of the Year Award

Education Session Sponsorships:

Chem Rx New Jersey
Friends Village at Woodstown
Morrison

The Oscar & Ella Wilf Campus for Senior Life
Parker McCay, P.A.
Reformed Church Home
Ridge Oak I & II, Inc.

Princeton Internet Group (PInG) Wins Design Award For LeadingAge New Jersey Website: Last year we asked the consulting firm PInG to completely re-design our website (www.leadingagenj.org) and launch it to coincide with our name change launch event in January. Apparently we were not the only association impressed with the fantastic job PInG did. Last week the New Jersey Communications, Advertising and Marketing Association (NJCAMA) presented PInG with an award at its annual ASTRA Awards program. Congratulations to Rob Freda and the entire design team at PInG and thanks for the great website!! For a complete story on the re-design and NJCAMA Awards program click here: <http://www.princetoninfo.com/>

Codes Excluded From Skilled Nursing Consolidated Billing: The Centers for Medicare & Medicaid Services (CMS) has announced that some of the new January 2011 Healthcare Common Procedure Coding System (HCPCS) billing codes for Computerized Axial Tomography (CT) Scans (HCPCS 74176, 74177, and 74178) should have been excluded from the Skilled Nursing Facility (SNF) consolidated billing bundled payment and allowed to be paid separately (under Part B). Effective Tuesday, July 5, 2011, SNFs that submitted claims with these CT Scans codes with dates of service on or after Saturday, January 1, 2011, should contact their Medicare Fiscal Intermediary or Medicare Administrative Contractor to have the claims reopened and reprocessed for payment.

In addition, CMS decided that the chemo drug Dacogen (HCPCS code J0894) meets the criteria for exclusion from SNF consolidated billing; therefore, effective Monday, October 3, 2011, for claims with dates of service on or after Saturday, January 1, 2011, CMS will make separate payments for this drug outside of the SNF consolidated billing bundled payment. Retroactive payment for any of these HCPCS codes will *not* be automatic, so facilities need to actively pursue payment.

HUD Publishes 2011 Income Limits: The U.S. Department of Housing and Urban Development (HUD) released [the 2011 income limits](#) and accompanying information and tables. Under the Housing and Economic Recovery Act of 2008 (Public Law 110-289), income limits used to determine qualification levels as well as set maximum rental rates for projects funded with low-income housing tax credits (LIHTC) and projects financed with tax-exempt housing bonds - referred to by HUD as Multifamily Tax Subsidy Projects (MTSPs) - are now calculated and presented separately from the Section 8 income limits.

Value First Group Purchasing Now Available to LeadingAge New Jersey Members: LeadingAge New Jersey is an owner of this exciting new business model for group purchasing designed by and for aging services professionals. This free benefit to our members allows access to nationally negotiated pricing for a wide array of goods and services. LeadingAge New Jersey is one of 25 similar associations which, along with LeadingAge, have built value into Value First – both for our members and for your association. Value First draws from LeadingAge’s foundation in group purchasing and builds greater opportunities and options for LeadingAge members and affiliates. Through this partnership we offer to our members: **Leverage** by having created a collective buying pool of as many as 7,000+ aging services providers; **Unprecedented national buying power** through a partnership with national group purchasing specialist MedAssets. MedAssets recently acquired The Broadlane Group, a leading provider of supply chain management, supplies and centralized procurement. This combines two of the top four healthcare group purchasing organizations in the nation and brings together some of the best pricing and contract depth in the field; **Broad customer service** from the Value First team and the LeadingAge Savings and Solutions Center; **Access** to more than 400 contracted vendors; and **Association strength** by earning ownership benefits that help keep LeadingAge New Jersey working for you.

Value First is a non-exclusive program. “Members can enroll in Value First and participate in other Group Purchasing Organizations at the same time. Even after enrollment, there is no obligation to purchase. It’s our goal to put the “value” in Value First and help members find the right fit with vendors and products,” Michele Guhl, LeadingAge New Jersey President and CEO added. There is no cost to enroll. Members who already enrolled in LeadingAge’s GPO are automatically enrolled in Value First. Others who are ready to join Value First or who have any questions can learn more by visiting the Value First web site at www.valuefirstonline.com .

LeadingAge New Jersey Recognized By FEMA: The recently released newsletter from the FEMA Regional Catastrophic Planning Team (RCPT) identified NJAHS (now LeadingAge New Jersey) as a major way they engage the community in planning for Disaster Housing. The RCPT is focused on regional plans for catastrophic events. It is composed of representatives from the 30 counties in the NY-NJ-CT-PA region that includes over 2,900,000 adults/seniors and 2,199,000 people with disabilities. Ed Peloquin has been an active subject matter expert with the team since it started over two years ago. Currently his focus is on post disaster housing which follows sheltering and stabilization of the event. Any member facility that would be ready, willing and able to join with Ed to work on the final plan and set up the implementation strategy is asked to contact him. In addition, information about key documents and resources can be obtained by request to epeloquin@leadingagenj.org.

LeadingAge New Jersey Welcomes New Members!

Please join us in welcoming...

Maxons Restorations - Located at 415 Hamburg Turnpike, Wayne, NJ 07470, provides emergency clean up for fire, water, smoke, mold and sewer backup. Lou Micchelli, Senior Director of Client Services, can be reached at: (973) 338-6767 or contacted at: lmicchelli@maxons.com You may also visit the Maxons Restoration website by clicking the following link: www.maxons.com .



Waytek - Located at 201 Kresson-Gibbsboro Rd, Voorhees, NJ 08043, is an IT Services Provider for small to medium businesses specializing in the health care industry offering a variety of services including EMR implementation and disaster recovery planning helping clients stay a step ahead. Brian McDonnell, CEO, can be reached at: (856) 346-9310 or (800) 792-4385 and contacted at: brianm@waytek.com You may also visit the Waytek website by clicking the following link: <http://waytek.com/>.



Greenovative Technologies - Located at 303 Birchfield Drive, Mount Laurel, NJ 08054, offers the hospitality and food-service industry two revolutionary organic products that have been proven to enhance biological efficiency – improving grease trap maintenance and septic management. Dan Weintraub, Director, can be reached at: (856) 234-4540 or contacted at: danw@greenovativetechnologies.com You may also visit their website by clicking the following link: <http://www.greenovativetechnologies.com/>



AoA Affordable Care Act Webinar: On Tuesday, June 21, the Administration on Aging (AoA) will continue its series of webinars focused on the Patient Protection and Affordable Care Act of 2010 (also known as the Affordable Care Act, or ACA) and its impact on the aging network. This next webinar is the second in a two-part series focused on technology, care coordination and care transitions.

Title: Utilizing Patient-Centered Technologies to Support Care Transitions

Date: Tuesday, June 21, 2:00-3:30 pm Eastern

Description:

Patient-centered technologies are being utilized to improve patient engagement in care transitions and allow providers to better customize care planning and decision support based on individual patient needs. This webinar will explore the role of technology in care transitions processes and provide an overview of the Tech4Impact (Technologies for Improving Post-Acute Care Transitions) program, an innovative grant program that encourages Aging & Disability Resource Centers to expand the use of technologies that support existing care transitions initiatives, and a detailed look at the work of two Tech4Impact grantees.

Speakers:

Maria Gil, ER Card, LLC, West Warwick, RI
Angela Hochhalter, Scott & White Healthcare, Round Rock, TX
Stephen Kogut, University of Rhode Island College of Pharmacy, Kingston, RI
Lynn Redington, Center for Technology and Aging, Oakland, CA

Moderator: Marisa Scala-Foley, Administration on Aging, Washington, DC

To register for the online event

1. Go to <https://aoa-events.webex.com/aoa-events/onstage/g.php?d=663557782&t=a>
2. Click "Register".
3. On the registration form, enter your information and then click "Submit".

Once your registration is approved, you will receive a confirmation email message with instructions on how to join the event. Please note: Space is limited, so please register as early as possible. This webinar will also be recorded and posted on the AoA web site (http://www.aoa.gov/Aging_Statistics/Health_care_reform.aspx) soon after the webinar.

What Senior Living Organizations Need to Know About Health Care Reform:

Friday - June 24th - 8:30am-12:30pm

Meadow Lakes CCRC – East Windsor

Please join LeadingAge New Jersey as we welcome Matt Claeys, CPA and Scott Townsley both from LarsonAllen, LLP, for a morning program designed for **C-Suite Executives** throughout the entire continuum of care (nursing homes, assisted living facilities and continuing care retirement communities). Many questions remain unanswered as we sort through health reform's complicated requirements and sometimes unwritten rules. This event designed to address Health Care Reform's very involved nature, will provide answers to some of the following questions: • What does health care reform mean for senior living providers? • What are the implications of new payment models? • How can aging-services organizations demonstrate they've embraced health reform's emphasis on value? • Which performance metrics will be most important in the future?

LeadingAge New Jersey Roundtable Discussion Meetings

Please confirm attendance at Roundtable Meetings with agreenbaum@leadingagenj.org or phone the LeadingAge NJ office: 609-452-1161

Directors of Human Resource – Wednesday/ July 13th

10:00am

Princeton Marriott – 100 College Road , East Princeton, NJ 08540

Housing Managers – Wednesday/ June 15th

10:30am

Wilentz Senior Residence– 360 DeMott Lane - Somerset, NJ 08873