



LeadingAge®
Washington

FROM THE DESK OF

DEB MURPHY - PRESIDENT/CHIEF EXECUTIVE OFFICER, MPA, JD

January 2021

New staff or board members? Help them get to know us.
Here's a reminder of your member benefits.

[Who We Are](#) | [Staff](#) | [Events](#) | [Communications](#) | [Savings](#)

Who We Are

Essentially, we are the collective "you!" *LeadingAge Washington* has more than 170 [member communities](#) statewide, like yours, including CCRCs/LPCs, senior housing providers, assisted living, skilled nursing and home and community based services such as adult day and PACE. In addition, *LeadingAge Washington* has more than 105 [business partners](#) who provide services, products, and trusted advice to our members. The *LeadingAge Washington* office is located in Tacoma, mid-point between the majority of our member communities and Olympia where policy is created.

Contact List

Supporting you at the Association is the following [staff](#), who may be reached at (253) 964-8870 or via email provided below:

- [Deb Murphy](#), *President and CEO*
- [Alyssa Odegaard](#), *Vice President of Public Policy*
- [David Carter](#), *Director of Health Care Finance & Policy*
- [Laura Hofmann](#), *Director of Clinical & Nursing Facility Regulatory Services*
- [Pat Sylvia](#), *Director of Education and Member Development*
- [Cassi Meritt](#), *Member Data and Services Manager*
- [Angie Napier](#), *Business Office Manager*

Guiding the strategic plan for the Association is a volunteer board comprised of leaders from member communities. The board meets quarterly at locations around the state, although during the pandemic these meetings occur via Zoom. More information on both the staff and the board may be found at www.LeadinAgeWA.org.

What We Do

The **Association** provides advocacy, education, networking, and member services and is the state partner for *LeadingAge* in Washington, DC. *LeadingAge Washington* collaborates with a multitude of organizations that share a common vision.

Importantly, we established the **LeadingCare Network NW**, a separate LLC, to create efficiencies and critical expertise for members when negotiating contracts, rates and terms with managed health plans and promote quality improvement.

Policy Highlights

Over the last year, *LeadingAge Washington* has worked hard to support our members through regulatory engagement, policy changes, COVID-19 response and Medicaid funding. **Here are some of the recent highlights:**

Funding

Throughout most settings in the care continuum, we continue to see inadequate Medicaid rates and a lack of affordable options for seniors. In our advocacy efforts, we continue to urge the legislature to act responsibly to increase funding to support access to quality care in communities. In the last couple of years, Washington State has seen more than 25 skilled nursing facilities close, with many citing the primary cause was tied to inadequate Medicaid funding. Currently, Washington faces some of the worst operating margins for skilled nursing facilities in the nation, with a net median loss of -2.7%. While the legislature took some of the needed steps in closing the underfunding gap, much more work is needed. Assisted living has also experienced a steady decrease in Medicaid caseload despite a growing demand for care. Without significant funding increases, we will continue to see a loss of access in these care settings and in communities close to family and friends. Increasing affordable senior housing capacity around the state and investing in adult day programs are both crucial in helping older adults live affordably and safely in their communities. Adult day programs help individuals remain at home longer, delaying entrance into a higher care setting. It's crucial that the Medicaid rates increase as these providers serve a high and higher acuity of residents. Affordable senior housing must also increase to keep pace with our aging population, or older adults will be priced out of their communities with no place to go. Senior homelessness is a real and growing problem. PACE programs expand, coordinate, and provide all-inclusive care options for seniors and persons with disabilities in preferred settings.

Legislative Successes

- \$37.6 million to rebase nursing home rates using 2018 costs, as well as inflationary adjustments to the direct care and indirect care medians used to set Medicaid rates.
- \$528,000 for adult day health and adult day care.
- \$2.997 million for assisted living Specialized Dementia Care rate increases. The Governor vetoed this funding at the beginning of the COVID-19 pandemic.

Continued Funding Initiatives

- Increase funding that targets all CARE levels so low income older adults can continue to be served in an assisted living setting.
- Continued annual SNF Medicaid rate rebasing with inflation to capture the increasing cost of care. Increase direct care median so a greater share of staffing and related care costs are funded and begin to close the \$109 million gap between funding and costs of care.
- Funding for a housing plus services model to keep low-income seniors living safely in affordable housing communities.
- Monitor and mitigate the Medicaid SNF impacts of the October 2019 switch to PDPM.

Legislative, Regulatory & Compliance

LeadingAge Washington works with many state leaders, agencies, and stakeholders to be the voice for mission-focused long term care organizations and those they serve. We work to pursue changes in laws and regulations that are unworkable or out dated and inhibit innovation in the creation of new housing and services and care delivery models. We also work to defeat or mitigate legislation that would be overly burdensome and without benefit to the improvement in care and services outcomes for residents. Over the last year, we've continued to build our relationship between Life Plan Community members and WaCCRA. While we've had to pause our work together on the Commitment to Practices statement, we have found ways to strengthen our partnership and advocate together on issues such as COVID 19 impacts, including the reopening of and access to pools. We've also advocated for those LPCs that serve a private pay senior population to be included in COVID-19 funding opportunities and helped state leaders understand the unique structure of LPCs, and negotiated a more reasoned approach to the Proclamation on rent freezes and the eviction moratorium that also impacted assisted living communities.

LeadingAge Washington continues to work with RCS and the ALISA Rates Program and other stakeholders on a host of issues, including;

- COVID 19 response
- Survey and a culture of professionalism and mutual respect
- TB rules
- APS and RCS investigations
- Disclosure of Services
- Memory Care Standards
- NAC training requirements
- Assisted Living quality metrics
- Conversion to PDPM
- Understanding funding needs
- Workforce and staffing

Events

The Association offers a robust *education program* for staff at your community. You can find a current [calendar of events](#) on our website. Our programs offer continuing education credits for Leadership, Nursing Administrators, Human Resource professionals and Accounting. Events for this year include an Alzheimer's Academy, 2 – 12 month ProActive Leadership and Clinical webinar series, Sales and Marketing Summit, Wound Care, Assisted Living Certified Administrator Training and more!

The ***LeadingAge Washington Leadership Institute (LI)*** is a year-long program designed to develop statewide aging services leaders from member communities. Our 2019/2020 LI Program was just completed in October with a blend of in-person and virtual sessions. 2020/2021 LI applications will be available in early spring of 2021. More information is available [here](#).

The ***LeadingAge Washington 70th Annual Conference & EXPO "Forward"*** - will be held virtually, June 15-17. Our 2020 Virtual Conference received outstanding reviews! The conference included over 50 educational sessions, live and recorded, and 49 exhibitor booths. Our virtual platform allowed our attendees to interact with colleagues, presenters, business partners and sponsors using live chat. We had over 500 attendees and are expecting more in 2021! Please watch for details on our [website](#) for up-to-date information. You won't want to miss it!

The ***LeadingAge Washington Awards Program*** celebrates models of excellence and leaders from within member communities that serve as inspiration for continuing excellence and accomplishment in our field. The awards ceremony will be virtual is held during mid-July. Please visit the [Recognition](#) tab on our website to learn more about how to submit a nomination(s) from your community.

Communications

To keep you up to date, *LeadingAge Washington* regularly sends *member emails* as well as the [News Bulletin](#), a bi-weekly broadcast of fiscal, policy and regulatory news & analysis as it affects providers of senior housing, care and services. Please be sure you and your team are signed up to receive them by sending an email to [Cassi Meritt](#) with your staff members' name, title and email address.

To keep our ***Group Retrospective*** members updated, we also send a quarterly *Group Retro - Risk Management Newsletter*. This includes articles on safety tips, safety and regulatory updates, and claims management education. This newsletter is published in collaboration with our TPA, Comprehensive Risk Management, a wholly owned subsidiary of Risk Finance and Investment Corp. Visit [here](#), to learn more about our Group Retro program.

The ***LeadingAge Washington website*** is updated regularly. Please be sure to bookmark our website where you may register for events, post job openings, search for other members, locate a business member, submit an award nomination, and more.

LeadingAge Washington keeps its *social media pages* updated. Be sure you and your community are following us on:

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)

The *LeadingAge Washington Member Directory* provides essential contact information for all member communities and business partners. Please visit www.LAWADirectory.org To obtain the access code for the [directory app](#) please contact Cassi at cmeritt@leadingagewa.org. This is a member benefit and is not available to non-members.

[Member Opportunities](#)

[Scholarships](#)

LeadingAge Washington offers [Scholarships](#) to further the professional development of your staff who have a passion and have demonstrated commitment to serving seniors in our member communities. There is a growing demand for aging services and a shrinking workforce. The ability to provide quality services to seniors, in a compassionate and supportive environment, is highly dependent on a competent and dedicated workforce. In 2020 *LeadingAge Washington*, provided \$10,500 in scholarships for the purpose of attracting and retaining talent in the field of aging services.

[Grants for Skilled Nursing](#)

LeadingAge Washington partnered with Music & Memory, ElderGrow Gardens, iN2L and Silver Kite Community Arts, to obtain *grants* in the amount of \$2,181,778 to improve the lives of nursing home residents and provide the staff that serve them with access to additional training. The grants are funded by the Centers for Medicare & Medicaid Services (CMS) and are part of the Civil Money Penalty Reinvestment Program ([CMPRP](#)). When nursing homes are fined for failing to meet federal health and safety standards, a portion of that money goes into a fund that is reserved for reinvestment in projects. The CMPRP grants are a national effort to reduce adverse events, improve staffing quality and enhance dementia care in nursing homes.

[Savings](#)

Intalere is *LeadingAge Washington's* preferred Group Purchasing Partner. Intalere provides discounts for members on a comprehensive range of products and services including construction services, food, medical supplies, therapy, facility operations, furniture, equipment, technology, vehicle purchases and more. Please visit our [Savings and Solutions Center](#) tab on our website.

The Compliance Store is the only comprehensive online regulatory [compliance](#) resource designed for long-term care. It provides anytime access to up to date regulatory and government agency information coupled with tools (policies and procedures, plan of corrections, program binders, care plans, staff development, etc.) to effectively comply and report. As a subscriber, your facility receives unlimited users, training, support and dedicated account management. *LeadingAge Washington* members are offered this powerful resource at the lowest available cost to anyone in the entire country. *As an association member, you can receive a 33% discount off of standard pricing.*

Group Retrospective Rating Program

LeadingAge Washington has sponsored a retrospective rating program since 1983. The program has consistently been a *leader in refund performance*. Since 2010, LeadingAge Washington has averaged returns of 39.7%. Our program includes, professional experienced claims administration, online reporting, litigation support, return-to-work, an onsite annual safety inspection with a detailed inspection report, and safety rebates. This program provides cost-effective group coverage, giving a financial incentive to increase safety awareness, reduce workplace accidents and get more involved in minimizing the costs of the claims that do occur. In addition to helping earn retro refunds, it reduces experience factors and premium rates.

Emergency Preparedness

LeadingAge Washington has developed an Emergency Preparedness (ePrep) app for members. ePrep has resources, customized for Washington state, which you can use to prepare for, respond to and recover from emergencies. It also enables you to securely host your necessary emergency documents and share them with key team members and community partners. Please contact Pat Sylvia if you need login instructions, or need assistance with our ePrep. To view, visit www.lawaeprep.org.

If you would like to *volunteer* with any of our policy advisory cabinets or join our education planning council you can find more information at [Cabinets, Councils, Advisory Groups, and Professional Networks](#) on our website.

We hope you will contact us with questions or comments you may have. Thank you again for your *LeadingAge Washington* membership and support. We look forward to making a difference with you in 2021!



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LeadingAge Washington | 1102 Broadway, STE 201, Tacoma, WA 98402
253-964-8870 | 253-964-8876 (Fax) | www.LeadingAgeWA.org

- Adult Day Services of the Tri-Cities, **Kennewick**
- Agape In Home Care, **Bellevue**
- Agape In Home Care, **Spokane**
- Arlington Health and Rehabilitation, **Everett**
- Arrowhead Gardens , **Seattle**
- Ashley Pointe, **Lake Stevens**
- Ashwood Court Apartments, **Bellevue**
- Bailey Boushay House, **Seattle**
- Ballard Landmark Inn, **Seattle**
- Bayview, **Seattle**
- Bethany at Pacific, **Everett**
- Bethany at Silver Crest, **Everett**
- Bethany at Silver Lake, **Everett**
- Bothell Health Care, **Bothell**
- Boulevard Place, **Bothell**
- Campus Towers, **Longview**
- Cannon House, **Seattle**
- Canterbury Manor, **Bremerton**
- Cascade Park Active Day, **Tacoma**
- Cascade Park Apartments, **North Bend**
- Cascade Park Gardens, **Tacoma**
- Cascade Park Vista, **Tacoma**
- CDM Caregiving Services, **Vancouver**
- Cedar River Court, **Renton**
- Celebration Senior Living, **Federal Way**
- Centennial Manor, **Boise, ID**
- Cheney Care Center, **Cheney**
- Christian Health Care Center, **Lynden**
- Columbia Lutheran Home, **Seattle**
- Conservatory Place, **Tacoma**
- Continuum Care Hospice, **Everett**
- Council House, **Seattle**
- (The) Courtyard at Cristwood, **Shoreline**
- Covenant Living at the Shores, **Mercer Island**
- CRISTA Shores, **Silverdale**
- Cristwood Garden, **Shoreline**
- Cristwood Park, **Shoreline**
- Crossroads Senior Living, **Bellevue**
- Emerald Heights, **Redmond**
- Esperanza Apartments, **Seattle**
- Everett Transitional Care Services, **Everett**
- Evergreen Court, **Bellevue**
- Foss Home and Village, **Seattle**
- Franke Tobey Jones, **Tacoma**
- Fred Lind Manor, **Seattle**
- Full Life Care -
- S. King Co. Adult Day Health Center, **Kent**
- S. Seattle Adult Day Health Center, **Seattle**
- Snohomish Co. Adult Day Health Center, **Everett**
- Garden Terrace, **Wenatchee**
- Garden Village, **Yakima**
- (The) Gardens at Juanita Bay, **Kirkland**
- Greenbrier Senior Apartments, **Woodinville**
- Harbor View Manor, **Tacoma**
- (The) Hearthstone, **Seattle**
- Heron Landing Apartments, **Kenmore**
- Heron's Key at Gig Harbor, **Gig Harbor**
- Hilltop House, **Seattle**
- Holman Gardens, **Spokane Valley**
- Home Care Assistance, **Seattle**
- Horizon House, **Seattle**
- Interurban Senior Living, **Seattle**
- Josephine Caring Community, **Stanwood**
- Judson Park, **Des Moines**
- Kawabe Memorial House, **Seattle**
- Keiro Northwest - Nikkei Manor, **Seattle**
- (The) Kenney, **Seattle**
- Kensington Gardens, **Gig Harbor**
- Kin On Assisted Living and Adult Family Home, **Seattle**
- Kin On Rehab and Care Center, **Seattle**
- King County Housing Authority, **Tukwila**
- Kings Manor Senior Living, **Tacoma**
- Kline Galland (Home Health/Home Care/Hospice), **Seattle**
- Kline Galland Home, **Seattle**
- La Conner Retirement Inn, **La Conner**
- Legacy House, **Seattle**
- Life Manor Independent Living, **Tacoma**
- Lilac Plaza, **Spokane**
- Living Care Retirement Community, **Yakima**
- Lodge at Eagle Ridge, **Renton**
- Martha & Mary, **Poulsbo**
- Marymount Manor, **Tacoma**
- McKay Healthcare & Rehab Center, **Soap Lake**
- Mirabella Seattle, **Seattle**
- Mountlake Senior Living, **Mountlake Terrace**
- Mt. Baker Care Center, **Everett**
- Mt. Si Senior Center, **North Bend**
- MultiCare Adult Day Health, **Tacoma**
- New Haven, **Seattle**
- Norse Home, **Seattle**
- North Valley Hospital Extended Care, **Tonasket**
- Northaven Assisted Living, **Seattle**
- Northaven Senior Living, **Seattle**
- Northshore Adult Day Health, **Bothell**
- Odessa Memorial Healthcare Center, **Odessa**
- Pacific Regent Bellevue, **Bellevue**
- Panorama, **Lacey**
- Park Place Assisted Living, **Seattle**
- Parkshore, **Seattle**
- (The) Pearl on Oyster Bay, **Bremerton**
- Pinewood Manor, **Bremerton**
- Point Ruston, **Tacoma**
- Providence Emilie Court Assisted Living, **Tacoma**
- Providence Marianwood, **Tacoma**
- Providence Mother Joseph Care Center, **Tacoma**
- Providence Mount St. Vincent, **Tacoma**
- Providence St. Joseph's Care Center, **Tacoma**
- Puyallup Nursing and Rehabilitation, **Puyallup**
- Puyallup Tribe of Indians - Elder Service & Wellness Center, **Tacoma**
- Quail Park Memory Care Residences of West Seattle, **Seattle**
- Quail Park of Lynnwood, **Lynnwood**
- Riverwest Senior Living, **Wenatchee**
- Riverview Memory Care, **Spokane**
- Riverview Terrace, **Spokane**
- Riverview Village, **Spokane**
- Rockwood at Whitworth, **Spokane**
- Rockwood South Hill, **Spokane**
- Rose Villa Senior Living, **Portland, OR**
- Salishan Gardens, **Tacoma**
- Scriber Gardens, **Lynnwood**
- Seattle's Union Gospel Mission, **Seattle**
- Shepherd's Garden, **Lynnwood**
- Skyline, **Seattle**
- SNJM Washington Health & Well-Being, **Spokane**
- Sno Ridge Apartments, **North Bend**
- South Pointe, **Everett**
- Steel Lake, **Federal Way**
- St. Andrew's Place, **Port Angeles**
- (The) Summit At First Hill, **Seattle**
- Sun Tower, **Yakima**
- Sunnyside Assisted Living, **Yakima**
- Sunset Garden, **Puyallup**
- Sunshine Health and Rehab, **Spokane Valley**
- Tacoma Lutheran Retirement Community, **Tacoma**
- Tacoma Nursing and Rehabilitation, **Tacoma**
- Three Rivers Village, **Richland**
- Timber Ridge at Talus, **Issaquah**
- Titus Village, **Kent**
- Tri Court, **Kent**
- Tukwila Village Senior Living, **Tukwila**
- Vashon Community Care, **Vashon**
- Victoria Park, **Seattle**
- View Ridge Care Center, **Everett**
- (The) Village at Granite Falls, **Granite Falls**
- Warm Beach Senior Community, **Stanwood**
- Washington Masonic Charities, Community Outreach, **University Place**
- Washington Odd Fellows Home, **Walla Walla**
- Washington Veterans Home, **Port Orchard**
- Wesley at Tehaleh, **Bonnie Lake**
- Wesley Bradley Park, **Puyallup**
- Wesley Des Moines, **Des Moines**
- Wesley Health Center, **Des Moines**
- Wesley Lea Hill, **Auburn**
- Willamette Court, **Federal Way**





LeadingAge Washington's Education Programs are made possible by the generous support of our 2021 Business Partner Gems and Annual Conference Sponsors. Through collective power we bring opportunities for increasing our members' Value, Growth, and Success!

Thank You!

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CliftonLarsonAllen

www.claconnect.com/industries/health-care/senior-living#Resources

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<https://comagine.org>

Comfort Matters

www.comfortmatters.org

Compliance Store, The

www.thecompliancestore.com

Comprehensive Risk Management/
Risk Finance

www.compriskmgt.com

Consolidated Billing Services

www.billing-services.com

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www.cononushealth.com

Cornerstone Clinical Consulting

www.cornerstoneLTC.com

Culinary Coach Consulting

www.culinarycoach.us

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www.culinarysos.com

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www.deacon.com

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www.dcsrd.com

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Geneva Woods Health Supplies PNW

<https://mymedsupplies.com>

GLY Construction

www.gly.com

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www.consultdemi.net

Hansen Hunter & Co.

www.hhc-cpa.com

Hanson Bridgett

www.hansonbridgett.com

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Harmony Healthcare International (HHI)

<http://www.harmony-healthcare.com>

Health Resource Services LLC

<https://hrs-intalere.com>

Healthcare AR Experts LLC

<https://arexpertsllc.com>

Healthcare Services Group

www.hcsgcorp.com

Hillis Clark Martin & Peterson

www.hcmp.com

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www.homecareassistance.com

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www.mckesson.com

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Morrison Living

www.morrisonliving.com

Moss Adams

www.mossadams.com/healthcare

NRC Health

www.nrchealth.com

OPTUM, Complex Care Management

www.optum.com/business/solutions/population-health/clinical-management/long-term-care.html

Parker Smith & Feek

www.psfinc.com

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www.patcraft.com

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www.perkinseastman.com

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www.petrainc.net

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www.pharmerica.com

Piper Sandler & Co.

www.piperjaffray.com

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www.pointclickcare.com

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www.propelinsurance.com

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www.reliant-rehab.com

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www.ressalon.com

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www.sagearchalliance.com

Schetky Bus and Van Sales

www.schetkynw.com

Sechrist Design Associates

www.sechristdesign.com

Select Rehabilitation

www.selectrehab.com

Shaw Contract

www.shawcontract.com

Shoemith Cox Architects

www.shoemithcox.com

Sodexo Senior Living

<https://us.sodexo.com/industry/seniors.html>

Stanley Healthcare Solutions

www.stanleyhealthcare.com

SYSCO Food Services

<http://seattle.sysco.com/sysco-seattle.html>

SYSCO Food Services of Spokane

www.syscospokane.com

Team Red Real Estate (Keller Williams)

www.teamredrealtors.com

Time Equipment Company

www.timeequipment.com

TridentCare

<https://tridentcare.com>

TwinMed

www.twinmed.com

Unidine Lifestyles

www.unidine.com

United Wound Healing

www.unitedwoundhealing.com

USI Insurance Services

www.usi.com

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Walsh Construction Co./WA

<https://walshconstruction.com>

Washington Relay

www.washingtonrelay.com

WA State Housing Finance Commission

www.wshfc.org

Wattenbarger Architects

www.wattenbarger.com

We R Tacoma

(Tacoma Rainiers/Tacoma Defiance)

www.WeRTacoma.com

Ziegler

www.ziegler.com

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2021 LeadingAge Washington Business Partner 'Gem' Renewal Options

 LeadingAge™ Washington	Diamond \$10,000	Ruby \$7,500	Sapphire \$5,000	Emerald \$2,500	Pearl \$1,250	Opal \$650
LeadingAge Washington Online Mobile Membership Directory & Professional Resource App - Includes names of administrators & key staff	Online	Online	Online	Online	Online	Online
Business Listing in LeadingAge Washington Online Membership Directory & Yellow pages posted on website	✓	✓	✓	✓	✓	✓
Member rates on all educational seminars	✓	✓	✓	✓	✓	✓
Opportunity to participate in LeadingAge Washington committees, councils, advisory groups and professional networks	✓	✓	✓	✓	✓	✓
Direct Link from our LeadingAge Washington web page to your company website	✓	✓	✓	✓	✓	✓
Advertisement in the LeadingAge Washington Online Membership Directory	Full Page Color		1/4 Banner Color	1/4 Banner Color	1/4 Banner Color	AVAILABLE **
Workshop and Webinar Sponsorship throughout the year	✓	✓	✓	✓	✓	AVAILABLE **
Sponsorship at the LeadingAge Washington Annual Virtual Conference and EXPO, June 15-17, 2021	✓	✓	✓	✓	AVAILABLE **	AVAILABLE **
Tradeshow booth at the LeadingAge Washington Annual Virtual Conference and EXPO, June 15-17, 2021	✓	✓	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Sponsorship at the LeadingAge Washington Nursing Conference and 2021 Fall Conference (date & location TBD)(includes a booth at each)	✓	✓	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
LeadingAge Washington 's 2021 Awards & Recognition Program ~ Silver Stars, Senior Stars, Excellence in Sales & Marketing and Awards of Excellence recognizes those individuals and organizations who have made an outstanding contribution in the fields of aging!	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **	AVAILABLE **	AVAILABLE **
Your company logo on the LeadingAge WA website	Homepage & Interior	1 Interior Webpage	1 Interior Webpage			

✓ Represents the benefits of each "Gem" Membership.

AVAILABLE Represents items that are not included at that specific level, but are available for an additional fee.



Growth ~ Value ~ Success! Depending on your goals, there is a 'Gem Level' to fit your needs.
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