



CAADS – 2010 ANNUAL REPORT

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Yolo Adult Day Health Center
Woodland

VICE PRESIDENT

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Napa Valley Hospice
& Adult Day Services
Napa

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Marie Torres, PhD
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Debbie Toth
Mt. Diablo Center for ADHC/RSNC
Pleasant Hill

Mallory Vega
Acacia Adult Day Services
Garden Grove

Core Purpose

The purpose of the California Association for Adult Day Services (CAADS) is to inspire, provide leadership and facilitate the success of its members who support and assist people with long-term challenges in realizing their individual potential.

Core Values

Making a difference through leadership and pioneering actions

- Serving individuals, families, and community with compassion
- Respect for individuality and independence at all stages of life
- Achieving excellence through innovation, creativity, resourcefulness, and change

Envisioned Future

To Revolutionize the Delivery of Long Term Care

CALIFORNIA ASSOCIATION FOR ADULT DAY SERVICES

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PUBLIC POLICY

STATE BUDGET CRISIS



The Governor's 2010-11 state budget proposal again included the complete elimination of ADHC. The Legislature met in emergency session in January but did not act on the ADHC proposal, moving the debate to the "regular" state budget process. CAADS launched an unprecedented advocacy effort and succeeded in stopping the elimination of ADHC as a Medi-Cal funded benefit.

This year's record-setting budget delay pushed ADHC providers to the crisis point. The fiscal year 2010-11 budget was 100 days late. Medi-Cal reimbursement stopped in mid-August, causing disruptions in services and high anxiety among providers and participants.

As the final version of the budget bill emerged from behind closed doors, no changes were made to the ADHC program. Reforms already underway from 2008 continued to proceed as planned.

Funding for the Alzheimer's Day Care Resource Center program, which had been partially restored by the Legislature, was again vetoed by Governor Schwarzenegger. The Department of Social Services Community Care Licensing program announced, shortly after the budget was signed, that licensing of new programs was its lowest workload priority. This decision effectively places a moratorium on new licenses, and adversely affects thousands of elders and families needing residential or day care services. CAADS advocates to reverse the policy, which likely will become a budget issue addressed in 2011.

STATE LEVEL ADVOCACY

Relationship building efforts with policy leaders and decision makers were the key to CAADS' ability to successfully advocate for California adult day services providers, participants and families. Continuing to develop and build these relationships allows CAADS to be the "unified voice" for its members.

During the 2010 year, CAADS:

Implemented a regional grassroots advocacy structure headed up by 21 CAADS Advocacy Captains in 12 regions. Each captain was responsible for coordinating grassroots advocacy efforts for their assigned state Senators and Assembly Members and worked with CAADS members in those districts to conduct local meetings and facility site tours for legislative representatives and their staff. CAADS Captains participated in two fly-in-days and attended several budget committee hearings regarding the retention of ADHC as a Medi-Cal benefit, and played a key role in the Legislature's rejection of the Governor's proposal to eliminate ADHC funding.

- **Captains sought support from local Chambers of Commerce and proclamations from County Board of Supervisors regarding the ADHC funding elimination proposal.** ADHC received support from the following Chambers of Commerce: Los Angeles, Latino Chamber of Greater Los Angeles, and Orange County Hispanic Chambers. Resolutions of support were received from Butte, Santa Cruz and Alameda County Board of Supervisors.

- **Assembly Speaker John Perez and Assembly Budget Committee Chair Bob Blumenfield held a media event at ONEgeneration in Van Nuys, toured ONEgeneration's ADHC program, and addressed providers and participants about the state budget crisis.** As chair of the Budget Committee, Blumenfield made preservation of ADHC services a priority for state funding.



Assembly Member Bob Blumenfield, with CAADS members at ONEgeneration ADHC.

Worked with numerous colleague organizations: Alzheimer's Association, California Primary Care Association, AARP, and Congress of California Seniors. The CA Hospital Association and CA Medical Association opposed ADHC elimination during the special session budget hearings.

Coordinated four "fly-in days" to address the Governor's elimination proposal. Delegations of providers representing various segments of CAADS membership testified in multiple budget hearings from various communities throughout the state. Testimony was limited to 1-2 minutes at hearings. In order to have ADHC issues conveyed during the hearings, witnesses were assigned topic areas to present the complexity and impact regarding the elimination of ADHC to members of the Budget Committee.

Provided technical assistance to The Lewin Group. CAADS staff provided data and technical assistance for the 2010 Lewin Group Study initiated by the Congress of California Seniors and AltaMed Health Services Corp. The study, titled, *Projected Economic Impact of Eliminating California's Medi-Cal Adult Day Health Care Program*, provided a detailed analysis of the fiscal impact elimination of the ADHC benefit would have on local economies and state revenue. The report was a key tool used in ADHC advocacy efforts.

Met numerous times with high-level California Department of Health Care Services Audits and Investigations Branch officials regarding the development of a new self-audit tool that will be used by ADHC providers in lieu of a full scope audit by the medical review branch. Field testing of the self-audit is scheduled for the fall for implementation in 2011.

Executive Director Lydia Missaelides, MHA actively participated on the Health and Human Services Agency's Olmstead Advisory Committee continuing to represent Adult Day Services and speak out on emerging long-term, community-based care issues for ADS participants and families.

President Dawn Myers Purkey was appointed to the 1115 Waiver Work Group on Dual Eligibles. Ms. Myers Purkey provided information to the Department of Health Care Services about the role that adult day services should play in proposed county organized health system pilot projects that will coordinate Medi-Cal and Medicare benefits for all dual eligible enrollees.

LEGISLATION

CAADS Legislative Committee monitored 62 bills throughout 2010 and took positions on 11 of those.

Two CAADS-sponsored bills were introduced in 2010 during the second year of the two-year session:

AB 369 (Yamada)

VETOED

ADHC Moratorium

Would have exempted state-owned and operated ADHCs from the moratorium on Medi-Cal certification. The goal was to allow two Veterans Administration operated ADHCs to be certified for Medi-Cal funding, thereby easing the burden on the General Fund to pay for these services. This was the second time the Governor vetoed such a bill.

AB 2073 (Lowenthal)

FAILED

ADHC Medical Necessity Changes

Introduced to make changes to ADHC medical necessity contained in 2009-10 budget trailer bill language. The bill was dropped after and an injunction was issued by the federal court.

The following bill, supported by CAADS, takes effect in 2012:

AB 2435 (Lowenthal)

SIGNED

Elder Abuse Training

Requires professionals of the healing arts, including psychologists, licensed clinical social workers, and licensed professional clinical counselors, be trained in elder abuse. The training requirement applies to newly licensed persons on January 1, 2012.



Participants and staff celebrate the state budget victory with a "CAADS HAPPY DANCE!"



Elderday, Santa Cruz



Avenidas Rose Kleiner
Senior Day Health
Center, Mountain View



Family ADHC, Lomita

FEDERAL LEVEL ADVOCACY



Weekly conference calls between CAADS staff and lobbyists at Drinker, Biddle and Reath in Washington, DC were essential in developing a federal advocacy strategy. In 2010, CAADS:

Held meetings with California's key Congressional representatives and their staff in Washington, DC. CAADS Executive Director **Lydia Missaelides** traveled to Capitol Hill to advance efforts to get ADHC as a state plan benefit "grandfathered" into federal law. Under CAADS' leadership and with funds from

California and New York providers, the Federal Advocacy Committee was able to continue this effort that began in 2005.

Secured Congresswoman Doris Matsui's (D-Sacramento, CA) ADHC grandfathering amendment in the House of Representatives Energy and Commerce Committee health care reform legislation.

The ADHC amendment was not enacted; however, because the House version of health care reform was abandoned in favor of the Senate version.

Supported H.R. 3043 Rep. Sanchez (D-Cerritos, CA) to make ADHC a substitute Medicare Home Health benefit. Fifteen California Congressional representatives out of a total of 97 co-sponsors show the growing support for this concept. The bill will not pass in 2010 but will be re-introduced in 2011.

LEGAL EFFORTS / ACTIVITIES

Disability Rights California, AARP Legal Foundation and the National Senior Citizens Law Center challenged the legality of the 2009-10 budget trailer bill language that enacted **new medical necessity criteria** for ADHC. These consumer advocacy groups filed a lawsuit in federal court in July 2009 on behalf of ADHC beneficiaries who would be harmed by implementation of the new criteria. With the assistance of CAADS, providers and participants and their families, immediate harm was demonstrated and the ADHC plaintiff's motion for a preliminary injunction was issued by a federal court in **February 2010, temporarily halting implementation of the new criteria.** The state appealed the injunction, but a ruling by the Ninth Circuit Court of Appeals is pending. The successful **temporary injunctions halting a 10% and a 5% rate cut remained in effect,** but was appealed by the state to the U.S. Supreme Court.

PUBLIC AWARENESS

Unprecedented exposure for Adult Day Services was gained through earned media in 2010.

A targeted campaign to earn media coverage was launched in January. In addition to numerous print articles and television stories, two newspaper editorials were published expressing opposition to the Governor's elimination proposals for ADHC.

CAADS clipped 150 news articles related to adult day services in California. The California Association for Adult Day Services and/or a quote from Executive Director Lydia Missaelides was cited in 18 of them. Diane Cooper-Puckett, Executive Director of the Peg Taylor Center for Adult Day Health in Chico, and a family caregiver from the center were featured in a **National Public Radio** segment about the impact of the state budget proposal to eliminate ADHC.

Public support for adult day services took many forms. Sidewalk demonstrations, prayer vigils, countless local meetings with legislators, community leaders and families and participants, letters and telephone calls to elected officials all added up to great public outpouring of support.

MEMBERSHIP

RETENTION AND RECRUITMENT

The state budget delay and a weak economy in 2010 affected CAADS membership retention and recruitment. As of November 7, 2010, CAADS membership was down 8% with a total of 239 members, compared to 257 this time last year.

- A special membership recruitment campaign, targeting prospective Adult Day Program providers and former members, was launched by the Membership Committee in fall 2010.
- Dues were not raised for the third year in a row.

COMMUNICATIONS

A record number of **Member Alerts** were issued by CADS in 2010, to keep providers up-to-date and provide guidance on public policy, legislative and regulatory issues. In addition, CAADS:

- Launched its presence on Facebook and Twitter.
- Increased its Web site content and posting frequency.
- Designed a communications survey set for distribution to CAADS members November 2010.

EDUCATION AND TRAINING

LOOKING BEYOND LIMITS

In addition to the CAADS Annual Conference, to meet the essential education and training needs of adult day services providers during this year of change and crisis CAADS conducted the following:

CAADS Winter Meeting | Mar 2-3 | Long Beach

ADP: Legal Rights | Fundraising

ADHC: Separately Billable Services | Audit Defense | Eligibility Criteria

CAADS Spring Meeting & Education Day | May 13 | Sacramento

ADP: Elder Abuse

ADHC: New Cost Report | MD Relationships | Audit Defense

CAADS Annual Conference | Nov 15-17 | Burlingame

ADP: Marketing | Early Memory Loss | Elder Abuse | Compassionate Communication

ADHC: Cost Report | Self-Audit Tools | TARs | Documentation | Leading Change

Members Only Teleconferences | Jan 21 | May 27 | Jul 28

State Budget Crisis | ADHC Elimination

State Budget Crisis | A&I | TAR Issues

State Budget Crisis | TAR Issues | Managed Care | Federal Advocacy

ADP Industry Tele-Briefing | Oct 8

ADP Moratorium | ADP Survey Frequency Protocol | ADP Self-Assessment

DONORS – 2010 FUNDRAISING CAMPAIGNS

*Thank You for Your Generous Support of CAADS Advocacy Efforts!
CAADS raised \$77,000 in 2010 to fund lobbying, legal and federal efforts.*

Acacia Adult Day Services	A	Lady of Grace, Inc./San Fernando Valley ADHC	A
ADHC of Mad River	A	Life Steps Foundation, Inc.	A
Adult Day Health Care Association	A	Little, Bob (Acacia Adult Day Services)	A
Adult Day Health Care Council-New York	F		
Alegria ADHC	A	McCloud, Tracy (Ruth Ann Rosenberg ADHC)	A
Altamedix	A	McKeon, Pam (Acacia Adult Day Services)	A
Alzheimer's Family Services Center	A	Morningside ADHC	A
AmeriCare ADHC	A	Myers Purkey, Dawn (Yolo Adult Day Health Center)	L
Among Friends ADHC	L		
Avenidas Rose Kleiner Senior Day Health Center	A	Napa Valley ADHC	A
Bayview Hunters Point ADHC	A	OC Adult Day Services Coalition	A
Beverly ADHC	A	Orchid Court/Camelot ADHC, Inc.	A
		Oxnard Family Circle ADHC	A L
C&C Carson ADHC	A	Paradise ADHC	A
Carroll, Pat (Acacia Adult Day Services)	A	Park, Lenora (Avenidas Rose Kleiner)	A F
Casa Pacifica ADHC	A	Pineda, Nervilla (Home Avenue ADHC)	A
Catleya Health Services/San Bernardino ADHC	A	Prestige Adult Day Health Care	A L
Coastside ADHC	A		
		Regalia, Celine (Adult Day Services of Napa Valley)	L F
DaCare Inc./DayOut ADHC	A		
Dunn, Maureen (Mills-Peninsula Senior Focus ADHC)	A	San Ysidro Health Center	A
		Santa Clarita ADHC	A
Elderlife Foundation	A	Southwest Adult Day Services	A
English, Thomas (Friends of Dawn Myers Purkey)	A	St. Christopher ADHC	A
Excel Healthcare Inc./West Covina ADHC	A	Sultan ADHC/Pacific GIS, Inc.	A
		Sunny Cal ADHC	A L
Family ADHC-Lomita	A	SunnyDay ADHC	A L
Family Bridges/Hong Fook Centers	A L	Sunrise ADHC/Sunrise Westside ADHC, Inc.	A
Forever Young ADHC-Baldwin Park	L		
Fredericksen, Glenn	A	Tender Heart ADHC	A
		The Best of Times ADHC-2, Inc.	A L
GetTogether ADHC	A L	Toth, Deborah (Mt. Diablo Center for ADHC/RSNC)	A L
Glenoaks ADHC	A		
Golden Castle ADHC	A	Valley ADHC Center-Fresno	A
Graceful Senescence ADHC	A L F		
		Vega, Mallory (Acacia Adult Day Services)	A
Healthylife ADHC	A		
Hope ADHC	A	Well and Fit ADHC, Inc.	A
Inland Empire ADHC	L		
Irvine ADHC	L	Yucaipa ADHC	A
		Yungling, Jill (Eskaton ADHC Center-Carmichael)	A
Keegan, Nancy (San Carlos Adult Day Support Cntr)	L F		
Kenwood ADHC	A		
KHEIR	L		
Kraft, Margaret (Humboldt Senior Resource Center)	A		

A=Advocacy Fund L=Legal Fund F=Federal Fund

2010 COMMITTEE AND WORKGROUP CHAIRS

Legislative Committee

Cindy Kauffman, Institute on Aging / Irene Swindells Center for Adult Day Services, San Francisco

Membership Committee | Finance Committee | ADP Forms Committee

Terri Whitmire, Adult Day Services Center / Lodi Memorial Hospital, Lodi

Education Committee | Annual Conference Planning Group

Sheri Anselmi, Elderday, Santa Cruz

ADHC Forms Committee | ADHC Self-Audit Work Group

Dawn Myers Purkey, Yolo Adult Day Health Center, Woodland

1115 Waiver Managed Care Work Group

Lydia Missaelides, CAADS, Sacramento

2010 CAADS MEMBERSHIP REPORT

Members

As of December 31, 2009	260
Inactivated Since January 1, 2010	41
New Since January 1, 2010	20

Total Members as of November 7, 2010 **239** (8% decrease)

Licensed Providers	182
Pre-Licensed Providers	10
Associate	47

AUDITED STATEMENT OF CAADS FINANCIAL POSITION AS OF DECEMBER 31, 2009

BALANCE SHEET

ASSETS

Current Assets	\$ 198,049
Fixed Assets	\$ 11,037
Other Assets	\$ 1,787
Total Assets	\$ 210,873

LIABILITIES

Current Liabilities	\$ 142,028
Net Assets	\$ 68,845
Total Liabilities & Net Assets	\$ 210,873

STATEMENT OF INCOME AND EXPENSE

REVENUE

Dues	\$ 421,807
Other Income	\$ 336,189
Total Revenue	\$ 757,996
Total Expense	\$ 741,395

Changes in Net Assets	\$ 33,123	\$ 16,601
NET ASSETS, BEGINNING OF YEAR	\$ 52,244	
NET ASSETS, END OF YEAR	\$ 68,845	

Auditors: Thompson, Noble Company, LLC, Sacramento, CA