

## Living Up to Our Name

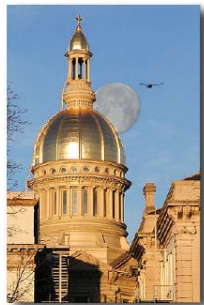
**W**orld, American and most family histories illustrate how much meaning societies throughout the world place in a name. There are ties to religious, ethnic and geographic lineage through the generations. There are names that changed over time and over continents. They even changed at Ellis Island and in Hollywood. Many families place so much meaning in the achievements of a family member that the phrase, “S/he has gone off to make a name for her/himself” is popular in our vernacular.

I’ve always enjoyed family history and tradition. I particularly like the custom of choosing an ancestor’s or mother’s maiden name for a first or middle name of the next generation. I’m sure John Fitzgerald Kennedy and Ronald Wilson Reagan or the “Jrs.” and namesakes you are familiar with illustrate my point. I have also had a keen interest in the origins of family names in European civilization that often include deciphering a family coat of arms.

As an Irish Catholic named Dolan, I can look up the variants, region and stories of my name back in Ireland. I also have a noteworthy relative or distant one, as they all must be, putting the name in play in the modern world. For us Dolans, the range spans from a cable tycoon and NBA team owner, an Irish singer, an Irish American Partridge family, a New York-based music critic, a celebrity investment advisor couple and little old me and my brothers. Most recently, all the aforementioned were bested and now have plenty to live up to by His Eminence Timothy “Cardinal” Dolan’s rise to the top of the Roman Catholic Church as Archbishop of New York.

So, as I try to live up to my surname, I also spend most of my time writing our profession’s collective name - “Long Term Care Profession.” Whether owner or operator, administrator or advocate, nurse or nurse aide, long term care professionals you are; and, we certainly must live up to all that name represents.

First, you are most certainly professionals. You are licensed, certified, registered or otherwise credentialed. You work hard at keeping current with regulations and advocating the right ones for our profession. You seek Continuing Education Units (CEUs) not just for regulatory and licensing requirements or the efficiency and effectiveness of our facilities but also so you may pursue a lifetime of learning to help make life better for those in your care.



### News from the State House

#### *Limited summer respite for Legislature*

**N**ew Jersey legislators typically adjourn for summer recess following approval of the State budget in June. Not this year. The State Senate held three voting sessions this summer and the General Assembly held one. The Senate sessions focused on several education proposals, approving the nominations of judges and a few other positions, and getting constitutional amendments dealing with criminal bail reform on the November ballot. The Assembly also took up the bail reform measures along with a constitutional amendment dedicating a portion of corporate business tax revenues to open space, farmland and historic preservation, and other environmental programs. There were also a very limited number of committee meetings held in each house.

Although none of this action directly impacts HCANJ members, when the Legislature meets, it provides an opportunity for new legislation to be introduced.

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# Health Care Update

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## PRESIDENT

Jon Dolan

Camera-ready advertising is accepted for Health Care Update. Deadline for submission is the 15th of the month prior to publication. Rates: Full Page \$500, Half Page (horizontal or vertical) \$300, Quarter Page \$175.

As a Membership service, classified advertisements of 75 words or less for positions available can be placed without charge by HCANJ members for two consecutive months.

For further information contact Pattie Tucker by phone at 609-890-8700 or via e-mail at [pattie@hcanj.org](mailto:pattie@hcanj.org).



Who's Who in New Jersey Long Term Care Facilities

## MARIAN FELLIN BICKING

*An amazing love and passion for life!*

Born March 2, 1914 in the coal mining town of Sheppton, PA, Marian Fellin Bicking has overcome many ups and downs to help her turn 100. Marian's relatives came from the small village of Revo in the Dolomite Mountains of Italy. Her father came to America at 16 years of age by way of a ship out of South Hampton (the same port as the Titanic) and landed at Ellis Island. He relocated to Sheppton and met Marian's mother.

In 1908, Marian's father was one of the founding fathers of the first and only Tyrolean Church in the United States. The church is Our Lady of Mt. Carmel in Hazleton, PA.

Marian, along with her two siblings, were brought up on strong work ethics. She watched her dad work in the cold, dark, wet mines and her mother run the household, which included a working garden that supplied food for the family. Marian excelled in school and wanted to become a nurse but she was compelled to get a job after graduating high school to help support her family.

She did go to business school after high school and worked in the garment industry for many years. Marian also worked as a caterer for many years and was very sought after. She was in high demand to cater for private parties and people booked her months in advance to have her delicious creations.

Anything Marian has ever undertaken she has done with great passion and attention. She was a single mom and made the best possible life for herself and her son without asking for assistance. She belonged to the Tirolesi Alpini Club of Hazleton which kept much of the culture and traditions of the "old country" alive by preparing many traditional foods for its members.

After Marian retired she became an adult volunteer at the Arthur Street School in Hazleton. She helped in the classroom every day. Marian was recognized for her dedication in helping the children's academic growth, creating positive self-esteem and being a great role model.

With Marian's zest for life she has always had many friends. She loved to travel and has been to Europe as well as having cruised to Bermuda following her retirement. She was, and is still, interested in everything from politics to opera to sports of all kinds.

These days Marian can be found knitting non-stop or doing word puzzles in the activity room at Juniper Village Williamstown all while keeping up with trivia and sing-alongs. We never tire of hearing Marian talk about "what life was like back then."

Along with Marian's zest for life she has always loved her family very much. She treasures her loving daughter-in-law, four grandchildren, six great-grandchildren, and four great-great-grandchildren and loves spending time with them.

Marian has resided at Juniper Village in Williamstown for almost 10 years and has never lost her love for the mountains. She talks about moving back there some day.

We can honestly say that Marian Fellin Bicking is a true "LEGEND" and a wonderful inspiration to all of us. Her beautiful soul helps to nurture the spirit of all around her.

Carol Burg  
Assistant Connections Director  
Juniper Village Williamstown - Wellspring

Save the Date for  
National Assisted  
Living Week®  
September 7 – 13, 2014



The National Center for Assisted Living (NCAL) is proud to announce that “The Magic of Music” is the theme selected for the 2014 National Assisted Living Week (NALW), which will be celebrated during the week of September 7 - 13, 2014.

“The Magic of Music” showcases the integral role that music plays in assisted living residences every day. The transformational effect of music continues as individuals age and can provide joy, comfort and in some cases, memories long ago experienced. The powerful connection that music provides to residents, team members, volunteers and families will be celebrated throughout National Assisted Living Week® through events, celebrations and more.

NCAL is proud to launch its annual NALW celebration and in the coming weeks and months will provide a logo, planning guide and product catalog centered on “The Magic of Music.” The planning guide will contain ideas that tie into the theme which help providers create their celebration events. As NALW approaches visit NALW.org for updated information and resources.

- NCAL

## HCANJ CLASSIFIEDS

**Executive Director:** Chelsea Assisted Living is currently seeking an experienced Executive Director in Warren, NJ. Assisted living or long term care experience is a must. Excellent leadership and computer skills. Ability to effectively interact with residents, family, and staff. Competitive salary and benefits. Interested candidates send resume to cacrecruiter@yahoo.com. Equal Opportunity Employer

## Laugh Along With This Year's Convention Keynote Speaker

Brad Nieder, MD is known as The Healthy Humorist - a funny doctor and clean comedian who blends healthcare humor with wellness advice and an uplifting message. Dr. Brad is not only an entertaining and inspiring presenter he is also informative. He believes “Laughter is the Best Medicine”! He explains, without being boring, how laughter really is good medicine for managing pain, enhancing immune system function, reducing stress and more. Dr. Brad is sure to inject a dose of healthy humor and provide the perfect prescription for happy, healthy living.

Dr. Brad's appearance will be sponsored by COMS Interactive.



## Upcoming Recognition Dates

### SEPTEMBER

National Sickle Cell Awareness Month  
National Cholesterol Education Month  
Leukemia, Lymphoma & Myeloma Awareness Month  
Healthy Aging Month  
National Osteopathic Medicine Month  
National Alcohol & Drug Addiction Recovery Mo.  
National Ovarian Cancer Awareness Month  
National Preparedness Month  
Nation Prostate Cancer Awareness Month  
**7 - 13**  
National Assisted Living Week



**8 - 14**  
National Environmental Services & Housekeeping Week  
**21 - 27**  
National Rehabilitation Awareness Week  
**15 - 19**  
National Health Information & Technology Week  
**7**  
National Grandparents Day  
**11**  
Patriot Day  
**24**  
National Women's Health & Fitness Day  
**29**  
World Heart Day

### OCTOBER

National Chiropractic Month Month  
Breast Cancer Awareness Month  
National Dental Hygiene Month  
National Physical Therapy Month  
Residents Rights Month  
**5 - 11**  
National Fire Prevention Week  
National Mental Illness Awareness Week  
**6 - 12**  
Customer Service Week  
National Healthcare Food Service Week  
**12 - 18**  
Case Management Week  
**19 - 25**  
National Hospital & Health System Week  
National Healthcare Facilities & Engineering Week  
National Health Education Week  
National Respiratory Care Week  
National Healthcare Quality Week  
National Infection Prevention Week  
**9**  
National Depression Screening Day  
**10**  
World Mental Health Day  
**28**  
National Pharmacy Technician Day  
**25**  
Make a Difference Day

## Clinical Corner

### FAU Extends Program that Reduces Hospital Readmissions with the Potential to Save Billions in Healthcare Costs to Assisted Living Communities

#### *INTERACT for Assisted Living Evolved from Established Skilled Nursing Program to Now Aid Assisted Living Providers*

BOCA RATON, Fla. (August 6, 2014) – Florida Atlantic University has unveiled the new Interventions to Reduce Acute Care Transfers (INTERACT) for assisted living, a quality improvement program designed to reduce hospital readmissions among assisted living residents. INTERACT was originally designed to improve the early identification, management, documentation and communication about acute changes in the condition of residents at skilled nursing centers. The program has now expanded to include tools specifically for assisted living providers.

Hospitalization is disrupting to elderly individuals and puts them at greater risk for complications and infections. Trips to the hospital also increase the likelihood of reduced functioning in the elderly after returning to an assisted living community. Beyond the potential negative physical, emotional and psychological impacts on assisted living residents, readmissions also cost the Medicare program billions of dollars.

“The INTERACT Program is focused on improving the quality of care for vulnerable older people who have an acute change in condition,” said Joseph G. Ouslander, M.D., senior associate dean of geriatric programs at FAU’s Charles E. Schmidt College of Medicine. “The basic clinical aspects of the INTERACT tools, and the INTERACT strategies to improve recognition, evaluation, communication, documentation, and management of these changes are the same across healthcare settings.”

The INTERACT Program has been developed and tested over the last seven years by an interdisciplinary team led by Ouslander. After years of INTERACT use in skilled nursing centers, the program began testing its tools in assisted living communities through the support of a Centers for Medicare and Medicaid Services Innovation Grant. For months, pilot communities assessed and provided feedback on the four categories of INTERACT tools (quality improvement, communication, decision support and advance care planning) to finalize the Assisted Living Version 1.0 tools that are now publicly available. Ouslander worked with members of the National Center for Assisted Living to develop the new tools and to conduct pilot tests.

“Assisted living is increasingly caring for aging individuals with complex care needs, so we must be vigilant in keeping up with the best practices to prevent readmissions and provide the highest quality care,” said Lindsay Schwartz, Ph.D., NCAL’s director of workforce and quality improvement programs. “The INTERACT program has proven to be successful in skilled nursing care centers, and we look forward to seeing the same benefits for assisted living residents.”

NCAL’s more than 3,200 member communities are committed to safely reducing hospital readmissions for assisted living residents. The association is in the midst of a three-year goal to safely reduce 30-day readmissions by 15 percent by March 2015, as part of the NCAL Quality Initiative.

Assisted living providers may access the Assisted Living Version 1.0 tools via the INTERACT website: <http://interact2.net>. NCAL members can also access the tools at <http://interact.fau.edu> or through a link on the association’s website: <http://qualityinitiative.ncal.org>.

#### *About Florida Atlantic University:*

*Florida Atlantic University, a member of Florida’s State University System, was established by legislative act in 1961. In addition to its original 850-acre campus in Boca Raton, FAU has sites throughout its six-county service region in southeast Florida. With an annual economic impact of \$6.3 billion, FAU is currently serving more than 30,000 undergraduate and graduate students through its 10 colleges. For more information on Florida Atlantic University, visit [www.fau.edu](http://www.fau.edu).*

#### *ABOUT AHCA/NCAL:*

*The American Health Care Association and National Center for Assisted Living (AHCA/NCAL) represent more than 12,000 non-profit and proprietary skilled nursing centers, assisted living communities, sub-acute centers and homes for individuals with intellectual and developmental disabilities. By delivering solutions for quality care, AHCA/NCAL aims to improve the lives of the millions of frail, elderly and individuals with disabilities who receive long term or post-acute care in our member facilities each day. For more information, please visit [www.ahca.org](http://www.ahca.org) or [www.ncal.org](http://www.ncal.org).*



# *66th Annual Convention & Expo October 28 - 30, 2014*

*Trump Taj Mahal Casino Hotel, Atlantic City, NJ*

*DON'T MISS IT!*

*The 66th Annual HCANJ Convention & Expo will be attended by over 225 exhibiting businesses and more than 2500 healthcare providers from New Jersey, New York, Pennsylvania, Delaware and beyond. Annually, the event delivers unparalleled education sessions, various face-to-face networking events and opportunities to gain extensive knowledge of products and services.*

*For registration and sponsorship information, visit  
<http://www.hcanj.org/2014conv>*

## State House Update

(From Page 1)

Recently introduced measures of interest to HCANJ include a proposal requiring professional boards—like the Board of Nursing—to provide for online processing of application for licensure or renewal and another that seeks to enter New Jersey into the Nurse Multistate Licensure Compact. Legislation was also introduced to require employers or 100 or more persons to plan and implement traffic reduction programs for employees.

This summer also saw enactment of the “The Opportunity to Compete Act,” which establishes certain employment rights for persons with criminal record. Essentially, this new law prohibits employers from inquiring about a prospective employee’s criminal history

until after the first interview. It does not apply to positions for which a criminal history record background check is required by law, rule or regulations. Governor Christie signed this legislation into law on August 11. The Governor also approved a measure requiring health care service firms providing in-home companion services for senior citizens or disabled residents to obtain registration and accreditation.

With Labor Day now behind us, the Legislature has a full schedule of activity on its calendar through mid-December. The action begins again with Assembly committees on September 11. Senate committees reconvene on September 15.

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## Living Up to Our Name

(From Page 1)

Second, you are most definitely health care providers. From post-acute care, rehabilitation of all types, dispensing complex medication and dietary regimens, to the loving hands of nursing, you are all about care. And, what a work of mercy it is each day to do for others what they cannot do for themselves, all the while balancing coordination of care, social work and social activities. That is the care our assisted living and skilled nursing rehabilitation centers are known for and why care is your middle name.

The third context of our name “Long Term” is likely more challenging and not as well known. To me, it has two meanings or aspects to it. First, we are in the long term care end of healthcare and the end of life. Sadly, the impression of our centers and facilities to our residents, families and the greater public is only that and it presents a challenge. Long term care and end of life choices are not ones many Americans plan for, learn about, or ever want to even contemplate. With more Americans turning 80 and living longer than ever before, we need to look further out and illustrate the best of what is and is not long term care or life in our facilities. We must ready ourselves with continuing culture change and address the manner in which we relate to baby boomers as family now and customers very soon. We can live up to our name by changing the conversation and taking action to illustrate the pride and good that is long term care. If you have yet to do so, check out AHCA’s *Care Conversations* project on the HCANJ home page ([www.hcanj.org](http://www.hcanj.org)). It helps us define and understand long term care much better.

The second aspect of the living up to the “Long Term” part of the Long Term Care Professional moniker is our view of the

profession in the changing business climate. Right now, the payment, care delivery, referral and regulatory rating systems are monumentally shifting forever in a new direction. This is an area where the owners and business leaders of our profession must heed the call. Why? Because the transition to Managed Care Organizations (MCOs) as care and payment delivery systems in 28-plus states, and the creation of care networks and Accountable Care Organizations (ACOs) is changing the payment, network delivery and referral systems and business relationship paradigm in long term care. Many of these new ideas were subtexts in the national healthcare reform law.

Long term care leaders like you and advocates like your HCANJ staff and leadership are sending out a clarion call to look as far forward and get your organization leaning as far forward as you possibly can in three key areas - quality improvement, MCO & ACO network development, and any other cooperative relationships you can build within the regions you operate.

I am so pleased our profession earns, and proudly wears, our Long Term Care Professional name each and every day. Your attention and dedication to what it takes to keep “living up to our name” in every aspect is what will guide you to continuing success in the changing world of long term care. Meantime, your HCANJ staff and I will be working as smart and hard as possible for you as we advocate for full funding, fair and effective regulations, and now the most effective payment and quality rating systems and care networks we can achieve. That is how I will become a better long term care professional and a better Dolan as well.