LeadingAge Missouri News

42nd Annual Conference and Exposition
LeadingAge Missouri’s Annual Conference and Exposition will be held September 21 to 23, 2011 at Lodge of Four Seasons. Lake Ozark, Missouri. Registration is open and underway. Click here for registration material.

We will kick off our celebration with a keynote address from Christopher Ridenhour. Christopher is the Director of Core Competency Training for the Philadelphia, Pennsylvania based Liberty Lutheran Services. He will follow his keynote, If All Else Fails, Hug’em: A primer for Human Beings in the Workplace, with a breakout session, 90 Minutes to a Leaner, Stronger, Hungrier Leader.

The conference will feature 4 dedicated tracks: Healthcare Reform (9 hours), Governance (6 hours), Senior Housing (6 hours) and a Home and Community Based Services (4.5 hours). In addition to the dedicated tracks, some of the individual session topics include: wellness, technology, lawsuits, pressure ulcers, overuse of antibiotics, abuse prevention, branding, marketing, ICD-10 conversion, a story from Joplin and more. In all, 15.5 CEUs are available including up to 7.5 PC hours.

Attend the lunch with Business Meeting on Wednesday, Come Celebrate Age at the awards dinner Wednesday night, visit over 75 booths in the exhibit hall on Thursday and enjoy an informal evening of networking poolside Thursday.

Pick the sessions…pick the events…come celebrate!
The LeadingAge Missouri Hotline is a “resource-of-resources” for aging service providers across the entire continuum of senior care.

**Table of Contents**

Click on a topic below and go directly to that page.

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LeadingAge Missouri News</td>
<td>1</td>
</tr>
<tr>
<td>Welcome New Members</td>
<td>4</td>
</tr>
<tr>
<td>Professional Development</td>
<td>5</td>
</tr>
<tr>
<td>What Your Association Does For You</td>
<td>9</td>
</tr>
<tr>
<td>Member News</td>
<td>11</td>
</tr>
<tr>
<td>Adult Day News</td>
<td>11</td>
</tr>
<tr>
<td>Assisted Living News</td>
<td>11</td>
</tr>
<tr>
<td>Board and Governance News</td>
<td>12</td>
</tr>
<tr>
<td>CCRC News</td>
<td>13</td>
</tr>
<tr>
<td>Culture Change News</td>
<td>16</td>
</tr>
<tr>
<td>Federal News</td>
<td>16</td>
</tr>
<tr>
<td>Health Care Reform</td>
<td>20</td>
</tr>
<tr>
<td>Home and Community Based Services</td>
<td>20</td>
</tr>
<tr>
<td>Home Health Care News</td>
<td>21</td>
</tr>
<tr>
<td>Hospice News</td>
<td>21</td>
</tr>
<tr>
<td>Housing News</td>
<td>22</td>
</tr>
<tr>
<td>Information of Interest</td>
<td>24</td>
</tr>
<tr>
<td>LeadingAge News</td>
<td>25</td>
</tr>
<tr>
<td>Medicare News</td>
<td>26</td>
</tr>
<tr>
<td>Not-for-Profit News</td>
<td>27</td>
</tr>
<tr>
<td>Nursing Facilities</td>
<td>27</td>
</tr>
<tr>
<td>State News</td>
<td>28</td>
</tr>
<tr>
<td>Career Center</td>
<td>29</td>
</tr>
</tbody>
</table>

If you have suggested content for a future edition of the Hotline [e-mail](mailto:LeadingAgeMissouri) LeadingAge Missouri.

If you do not want to receive future editions of the Hotline [e-mail](mailto:LeadingAgeMissouri) LeadingAge Missouri with your contact information so we may remove you from the distribution list.

If you wish someone else in your organization to be added to the Hotline distribution list [e-mail](mailto:LeadingAgeMissouri) LeadingAge Missouri with their contact information so we may add them to the distribution list.

The inclusion of advertising in the Hotline does not constitute an endorsement of the accuracy of the ad by LeadingAge Missouri or the products or services advertised.
Celebrate Age

42nd Annual LeadingAge Missouri Conference & Exposition

September 21 – 23, 2011
Lodge of Four Seasons
Lake Ozark, Missouri

Register Now!
The Conference Is Less Than A Month Away

LeadingAge™
Missouri
formerly Missouri Association of Homes for the Aging
2012 Millage Forms in the Mail
2012 Millage forms are in the mail. LeadingAge Missouri needs these forms completed by each member facility to develop the 2012 budget and to calculate 2012 LeadingAge membership dues. Please return your form by September 15, 2012.

If you have any questions or do not receive a form please contact Diana at diana@moaha.org.

Welcome New Members

Reinhart Foodservice
3517 Windward Lane
Appleton, WI 54911
Phone: (608) 304-1990
Dave Stamm
E-Mail: dlstamm@rfsdelivers.com
Web: www.rfsdelivers.com
Food Service Distribution

Senior Care Pharmacy
3220 Wisconsin
Joplin, MO 64804
Phone: (417) 437-3822
Fax: (417) 626-8176
Johnny Templeton
E-Mail: johnny.templeton@seniorcarepharmacy.net
Web: www.seniorcarepharmacy.net
Pharmacy Services

Healthcare Academy
PO Box 325
Henderson, MN 56044
Phone: (507) 248-3310
Fax: (952) 843-5620
Judy Hoff
E-Mail: jhoff@healthcareacademy.com
Web: www.healthcareacademy.com
On-line education
Physical Performance Systems
3527 W. Truman Boulevard
Suite 300
Jefferson City, MO 65109
Phone: (877) 870-4976
Fax: (573) 893-8488
Wade Scheuler
E-Mail: wade@ppstherapies.com
Web: www.ppstherapies.com
Therapy Services

American Medical Equipment
691 Green Castle Drive
Westerville, OH 43081
Phone: (314) 229-3592
Fax: (614) 237-1133
Vinnie Smith
E-Mail: vsmith@ame-medical.com
Web: www.ame-medical.com
Medical Equipment

Lincare, Inc.
2800 SW US Highway 40
Blue Springs, MO 64015
Phone: (816) 679-1693
Fax: (816) 220-1802
Melissa Leuty
E-Mail: mkleuty@gmail.com
Respiratory Equipment and Oxygen Delivery

Professional Development

42nd Annual Conference and Exposition
LeadingAge Missouri’s 42nd Annual Conference and Exposition is less than a month away! The conference will be held at Lodge of Four Seasons, Lake Ozark, Missouri September 21 to 23, 2011.

This year’s theme, Celebrate Age, recognizes the gifts of age and raises awareness about the potential our older population has to transform our world. The theme poses an ethical, philosophical, practical and thought-provoking idea intended to stimulate a rich dialogue. We'll consider the varying needs of seniors and the models of service and care delivery that will be required to serve them well. We serve a new generation that can expect to live longer than past generations, tends to be better educated and more financially secure with a long history of independence. Many of these individuals are living
outside the box that society has traditionally put them in. Today's seniors are redefining what exactly it means to be “old.” Come help us Celebrate Age.

[Click here](#) for registration information.

There are a limited number of sponsorships remaining. Now is the time to act to secure your sponsorship while opportunities remain.

**Exhibit Hall SOLD OUT**

[Click here](#) for the full Sponsor and Advertiser Prospectus.  
[Click here](#) to see sponsor and advertised opportunities sold as of 8/25/11.

Please note, Sponsor and Advertiser opportunities are on a first come, first serve basis.

LeadingAge Missouri would like to thank the following 2011 Conference sponsors (as of August 25, 2011):

- Accurate Business Results
- BD, LLP
- Friendship Village
- LarsonAllen, LLP
- Mobilex USA
- Perniciaro & Associates
- Rich & Cartmill Insurance
- St. Andrew’s Management Services
- Varsity (see ad on page 15)

- Bethesda Health Group
- Cardinal Ritter Senior Services
- Genesis Rehab Services
- McKesson Medical-Surgical
- Omnicare Pharmacies of Missouri
- Primaris
- Select Rehabilitation
- Uvanta Pharmacy
- Wilkinson Pharmacy

In addition to 2011 Conference sponsors, we also thank the following 2011 Conference exhibitors (as of August 25, 2011):

- AccuMed Technology
- Adva Care Systems
- Alliance Monitoring Technologies
- American Medical Technologies
- Attends Healthcare Products
- BioTech X- Ray
- BSI Constructors
- Covidien
- Ecolab Pest Elimination
- Ergo Midwest
- GMLV Architecture
- Hartman USA, Inc.
- Horner & Shifrin, Inc.
- Invacare Continuing Care Group
- LarsonAllen, LLP
- Lincare, Inc.
- MDI Achieve
- Medline Industries

- Accurate Business Results
- AEGIS Therapies
- American Medical Equipment
- ArjoHuntleigh
- Beaulieu Commercial Carpets
- BWD, LLP
- Cain Brothers and Company
- Design Extra
- EnduraCare Therapy Management
- Gamma Healthcare
- Hallmark Rehabilitation
- HomeFree, Inc.
- Innovatix, LLC
- Kwalu, Inc.
- Lee Agency, Inc.
- McKesson Medical-Surgical
- Medlab
- Med-Mizer
MDS 3.0 Two-Day 2011 Training
LeadingAge Missouri is co-sponsoring a series of MDS 3.0 Two-Day workshops in 2011.

The remaining training date is:
Tuesday and Wednesday, October 4 & 5

Please note the November 15 & 16 session has been cancelled in lieu of the newly added MDS Medicare Update Workshops.

This workshop will be held at the Courtyard by Marriott, Columbia, MO.

The workshop is for individuals in long-term care who coordinate and/or code the MDS. Session topics include an item-by-item review of the MDS 3.0, MDS automation requirements, CAAs and care plan development, SNF/PPS overview and Medicare assessments and RUGs. The faculty for this workshop will be Carol Siem, clinical educator at the University of Missouri-Sinclair School of Nursing and quality educator with Primaris, and Joan Brundick, DHSS state RAI coordinator.

Cost for the training is $295.

Click here to obtain a registration brochure.
MDS Medicare Update Workshops

LeadingAge Missouri, in cooperation with several other associations, is announcing a series of MDS Medicare Update Workshops.

Beginning October 1, 2011, there will be several changes for skilled nursing facility residents utilizing Medicare benefits. The changes range from changing of the assessment windows to new assessments. For financial stability it is imperative that a facility’s Medicare team understands the changes and how they impact the day-to-day workload.

This workshop is targeted to administrators, DONs, MDS coordinators and therapy managers and will be lead by Carol Siem (University of Missouri-Sinclair School of Nursing and Priamris) and Joan Brundick (DHSS).

This is a full day workshop (8:30 a.m. to 5:00 p.m.) approved for 6.75 PC hours by the Board of Nursing Home Administrators.

**Dates/locations are:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 7, 2011</td>
<td>St. Joseph</td>
</tr>
<tr>
<td>September 8, 2011</td>
<td>Blue Springs</td>
</tr>
<tr>
<td>September 9, 2011</td>
<td>Macon</td>
</tr>
<tr>
<td>September 15, 2011</td>
<td>Cape Girardeau</td>
</tr>
<tr>
<td>September 16, 2011</td>
<td>St. Louis – SESSION FULL</td>
</tr>
<tr>
<td>September 20, 2011</td>
<td>Springfield</td>
</tr>
<tr>
<td>September 28, 2011</td>
<td>Columbia</td>
</tr>
<tr>
<td>September 29, 2011</td>
<td>St. Louis – SESSION ADDED</td>
</tr>
<tr>
<td>November 15, 2011</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

Cost for the Workshop is $125.

[Click here](#) to obtain a registration brochure.

LeadingAge Missouri Now an On-Line Provider for NHA CEUs

LeadingAge Missouri is sponsoring a program offered through MMS – A Medical Supply Company to offer Board of Nursing Home Administrator approved CEUs via an on-line system.

The MMS program, know as MMS University or MMSU, provides training courses for all facility staff though only fifteen (15) of the courses specifically targeted for nursing home administrators are approved for CEUs (Adm and PC hours) from the Board of Nursing Home Administrators.

On-line courses for NHA CEUs are:

<table>
<thead>
<tr>
<th>PC Approved Offerings</th>
<th>ADM Approved Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preventing Falls – 1 PC hour</td>
<td>Confidentiality – 2 Adm hours</td>
</tr>
<tr>
<td>Age-Specific Competencies – 1.5 PC hours</td>
<td>HIPAA – 1 Adm hour</td>
</tr>
</tbody>
</table>
Click here to connect to MMSU.
You can also connect to MMSU through the link at the DHSS Board of Nursing Home Administrators Board Approved On-line Providers page by clicking here.

Not a MMSU user? Click here to find out how to join or contact Angela Carey with MMS – A Medical Supply Company or call her at (314) 291-2900, ext. 2234.

LeadingAge Missouri Hotline Advertising Opportunities

The LeadingAge Missouri Hotline reaches over 400 member organizations, business associates and individuals each month. An advertisement in the Hotline is a great opportunity to showcase your business or organization – put your ad in the hands of over 400 key-decision-makers and aging service professionals. See page 32 of this edition of the Hotline for information on advertising.

2011 Membership Directory – Copies Available While the Supply Lasts

Are there individuals within your community or organization that need a LeadingAge Missouri directory? The LeadingAge Missouri 2011 Membership Directory is a great reference of association members, business contacts and goods and services. Copies of the 2011 Membership Directory available for a nominal charge.

Click here for a Directory Order Form.

An electronic version of the directory is also available in the member’s only section of our website.
MEDCOM TRAINEX

MMS has partnered with Medcom, a leader in nursing education for over 50 years. Through this partnership, you can save time and money with access to interactive courses for your nursing staff and an easy-to-use tracking system.

Meet challenging education needs with access to online courses for:
- Continuing Nursing Education
- Continuing Nursing Home Administration Education
- CNA Inservice Education
- Clinical Skills
- OSHA Compliance

As a T3 subscriber you and your staff will have the benefits of:
- Unlimited access to online programs
- Convenient education anywhere...anytime
- Convenient, single location record-keeping
- Unlimited and instant continuing education/certificates of completion
- Customize your training, testing and tracking

T3 Learning Management System Features
- Requires username and password to access courses and administrative functions.
- Secure server, guaranteeing that sensitive information is protected.
- Complete training courses online from anywhere with Internet access.
- Complete post tests online with immediate scoring and certificates.
- All user data is stored on Medcom’s server in each customer’s own unique database.
- A selection of utilization reports sorted by cost center, user, job code, or course.
- Determine which managers can manage which users, and who can add or modify staff members, and work with specified reports.
- Design a curriculum or let your staff build their own.
- Staff can review their completed courses and view / print certificates at any time. Individuals can print copies of their records for submission to licensing and credentialing organizations.
- Download test data into your favorite database or spreadsheet software to generate your own customized reports.
- Can include a remediation function to show staff members which questions were answered incorrectly. Upon completion of the post test, shows the user which question they answered incorrectly.
- “MyCE” feature permits staff to record courses that they have completed elsewhere.

Medcom’s T3 Online Courses with a Learning Management System is Your Anytime, Anywhere Education Solution!

Questions? Please contact your MMS Account Manager or call our educational coordinator at 1-800-473-2332, x2234.
www.mmsmedical.com
**Member News**

**Alexian Brothers Sherbrooke Village Makes August 2011 RTOP Tip**

Click here to see the RTOP Tip (Reduce Turnover Optimize Performance) for August 2011 provided by MOLANE (Missouri Local Area Network for Excellence). The August tip comes from LeadingAge Missouri member Alexian Brothers Sherbrooke Village.

**LSS Makes LeadingAge Headlines**

Lutheran Senior Services (LSS) in St. Louis, Missouri, met with representatives from LarsonAllen to walk through the strategic document, “Aging Services: What Does the Future Hold for Us?”

The presentation was jointly developed by LeadingAge and LarsonAllen and covers the major trends impacting aging-services providers.

According to John Kotovsky, president and CEO of LSS, the board and senior management are benefiting from the useful information in the presentation. “During these times, it is important to get accurate information and to begin planning for the changes that are to come. This strategic planning presentation has helped to prepare us for the future,” says Kotovsky.

Click here to read more.

**Adult Day News**

**OIG Releases Report On Medicaid Services In Adult Day Health**

The Office of the Inspector General (OIG) released a report on Medicaid services provided in adult day health. The OIG has made a number of recommendations to CMS concerning services provided in adult day health centers.

Click here to read more.

**Assisted Living News**

**Decline in Home Prices Continues to Impact Assisted Living**

In the fourth year of a depressed real estate market, experts say thousands of seniors remain unable to move into senior housing because they can’t sell their homes quickly enough or for the price they need. The upshot: Greater pressure on families to pay for parents’ and grandparents’ placements, or to care for them themselves.

Click here to read more courtesy of Kaiser Health News.
How to Keep Track of Assisted Living and CCRC Regulations
The 2011 edition of Assisted Living and Continuing Care Retirement Community State Regulatory Handbook presents an easy-to-use summary of key state regulatory and licensure requirements in all 50 states and the District of Columbia.

Click here to read more

Addressing Mental Health Issues in Assisted Living
A growing number of experts are calling on providers of aging services to integrate mental health services into independent housing and assisted living communities. A LeadingAge member in southeast Florida is doing just that.

Click here to read more

Weekly Board Tips
James L. Reinersten, MD and James E. Orlikoff, partners of ORBoardwalks and recognized experts offer weekly board and governance tips.

Reinersten and Orlikoff offer weekly tips related to board and governance issues. A few of their most recent tips were:

Ask, "How were patients and families involved in making this recommendation?"
The next time your board committee reviews a proposal for a new facility, or a new service, or a revised care process, or virtually any other change to the system, ask the proposer to explain how patients and families were involved in the design process. If patient and family involvement has been a token effort, you'll hear answers like "Well, we held a focus group after we'd come up with the design, and the patients gave us a lot of good comments." True involvement will produce answers such as "Three patients were voting members of the design committee from day one. They held numerous design review meetings with currently active patients, and have brought many innovative ideas forward into the final plan." Too many "patient involvement" programs are thinly disguised marketing efforts rather than a genuine sharing of power and control. Boards need to know whether patients and families were really involved in designing their care systems.

Pick an issue, and make a stand.
Boards can influence the culture of an organization in many ways, but none more powerful than when the board takes on a longstanding pattern of behavior. (A pattern might be something like "The hospital has rules, but they generally aren't enforced, especially for doctors.") If the board picks one rule, and takes a stand on that one, it tends to carry over into many others. For example, when one board decided to make a stand on timely completion of medical records, and actually suspended three...
chronic offenders, not only did medical records completion soar-so did adherence to many other quality and safety procedures and processes. Boards shouldn't take on -but they do have to show that they have backbone about. Pick an issue, and make a stand.

Click here to find out how to subscribe to the free weekly tip service.

Interested in more governance, board and trustee training? Attend the Board and Governance Track (sessions 3B, 4B, 5B and 6B) at the Annual Conference

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**CCRC News**

**Single Point Delivery Service to CCRC Residents**

**Background**
The United States Postal Service ("USPS") has refused in some locations to provide direct or individual delivery services to residents of Continuing Care Retirement Communities. The USPS practice is to provide only "single point" delivery service to Continuing Care Retirement Communities, making a single bulk delivery of mail to a designated representative of the community, who is then responsible for further distribution to the community residents. Presumably, this practice is premised on the USPS' decision that Continuing Care Retirement Communities are akin to "institutions," "hotels," or "dormitory buildings and residence halls," as these institutional-type residences are classified in the Postal Operations Manual ("POM").

... In order to eliminate the extra expense of accommodating the frequent relocations endemic to student and other transient populations (including the increased time it takes for the carriers to process and compensate for frequent changes of addresses), the POM authorizes single-point delivery to dormitories as well as other "transient developments," including mobile home, trailer, and recreational vehicle parks... [CCRCs are less like student dormitories and more like married-student housing which is not subject to single point delivery.]

**Solutions**
(For CCRCs that are struggling with and challenging the single point delivery there are formal and informal processes.)... The USPS has established its own administrative procedures to address customer grievances regarding the postal products and services... Once a local postmaster has made the decision to implement a certain method of postal service, a dissatisfied USPS customer must officially resort to the Consumer Advocate to "appeal" the postmaster's decision... The Consumer Advocate considers the appeal and issues the final decision of the USPS... Once the Consumer Advocate has issued its final decision, a dissatisfied customer may pursue court action. A court will review the postal service's decision to provide only single-point delivery mail service to a customer [only if it finds USPS action] "not plainly erroneous or inconsistent with the regulation."...

Courts show great deference to the USPS' interpretations of its own policies. However, where the USPS interpretation of a policy is not reasonable or violates its own regulations, a court should grant relief to the aggrieved customer... single point delivery to residents of independent or assisted living units of CCRCs may violate USPS policy and/or constitute an arbitrary discriminatory practice because, ..., neither the physical characteristics of residential and assisted living units or the characteristics of these CCRC residents supports delivery via "single point" service...
[Note that the USPS POM suggests that anyone wishing to challenge an improper mode of delivery must do so within 90 days of recognizing the improper mode.]

A representative of the Law Department of the USPS cautions that appeal via the Consumer Advocate and subsequent court action may not be as effective as seeking resolution of delivery service disputes through informal USPS channels. As such, he recommends diligently seeking favorable resolution up the "chain of command": first, through the local postmaster; second, through the district manager assigned to the locality; and finally, through informal appeal to the regional manager for the area.

By: Cory Macdonald and Fran Hamermesh, Davis & Wilkerson, P.C., Austin
Reprinted from TAHSA (Texas Association of Homes and Services for the Aging) Connection, August 25, 2011

One More Reason to Choose a CCRC
Prospective residents are likely to be impressed with the amenities, services and sense of security they find at your continuing care retirement community (CCRC). They will be even more impressed when they discover that a portion of their entrance and monthly fees could be tax deductible.

Click here to read more

CCRC Best Practices on Disclosure and Transparency
Suggested Best Practices for CCRC Disclosure and Transparency -- developed by a task force of CCRC executives of both not-for-profit and for-profit communities, consultants, financial advisers and attorneys in cooperation with LeadingAge, American Seniors Housing Association, and National Investment Center -- offers tools to provide confidence and peace of mind to current and prospective residents and to assure accreditation and state regulatory agencies of fiscal stability and soundness.

Click here to access the report Suggested Best Practices for CCRC Disclosure and Transparency

Report Provides Information on the Strengths and Challenges of CCRCs
Today's Continuing Care Retirement Community (CCRC) describes the strengths of this popular senior living model, its stress points and challenges -- and its outlook for tomorrow.

Click here to access Today's Continuing Care Retirement Community
Click here to access the “Win $2,500 of Marketing Time From Varsity” page.
9 Ways to Develop Person-Centered Assisted Living

The Center for Excellence in Assisted Living and the University of North Carolina at Chapel Hill have developed 9 person-centered attributes and indicators that they hope will help providers, regulators and advocates deliver on the core promises of assisted living. The 9 attributes emerged from a consensus process involving a wide range of stakeholders.

Click here to read more

Federal News

CMS Launches "Help Prevent Fraud" Campaign

A new CMS campaign offers resources to help both Medicare and Medicaid beneficiaries and their service providers stop fraud.

Click here to access the CMS Fraud Prevention Toolkit
Click here to access the CMS Fraud Prevention Initiative Top Ten Facts Sheet
Click here to read more


On June 17, 2011, the Centers for Medicare and Medicaid Services (CMS) issued Survey & Certification letter S&C: 11-30-NH. This letter outlines the requirements for reporting the suspicion of a crime in long term care facilities required under Section 1150B of the Social Security Act. This section was established under the Elder Justice Act (EJA), Section 6703 of the Patient Protection and Affordable Care Act of 2010 (ACA). It is the first federal attempt to prevent and prosecute crimes against nursing home residents.

On 8/12/11 CMS re-issued S&C: 11-30-NH with additional guidance.

Click here to read more

Click here to access the revised S&C letter (at end of document)

CMS Issues S&C 11-35-NH; Nurse Aide Training Requirements

Section 6121 of the Affordable Care Act mandates the inclusion of training for nurse aides working in nursing homes on abuse prevention and care of persons with Dementia. Interpretive Guidelines have been revised for the Inservice Training Tag (F497). CMS is developing a regulation to mandate these topics and training materials that nursing homes may use to train staff.

Click here to access S&C 11-35-NH
ICD-10 Implementation

The ICD-10 transition is coming on Oct. 1, 2013. A related change, the transition to Version 5010 standards for electronic transactions happens on Jan. 1, 2012. Everyone covered by the Health Insurance Portability and Accountability Act (HIPAA) is affected.

Click here to read more and for an extensive list of resources and tools

Visit the CMS Communications Website for an extensive listing of Versions 5010 & D.0 Implementation Information

Come to session 7B at the Annual Conference to learn more about ICD-10 Conversion

Deficiency Frequency Differs Between Ownership Structures

A recent study released by the Government Accountability Office (GAO) found that for-profit nursing homes owned by private investors recorded more deficiencies during state surveys than their publicly traded counterparts. The study was initiated due to concerns over quality of care reductions following acquisition. According to the GAO findings, privately owned nursing homes had more total deficiencies than not-for-profit homes both before and after an acquisition.

Read more for Dr. Cheryl Phillips, LeadingAge Senior Vice President for Advocacy

Read more courtesy of McKnight's Long-Term Care News & Assisted Living

AHRQ Releases 2011 Report for Nursing Home Survey on Patient Safety Culture

Since 2008, the Agency for Healthcare Research and Quality (AHRQ) has administered the Nursing Home Survey on Patient Safety Culture to measure the culture of resident safety in nursing homes from a staff perspective. The recently released Nursing Home Survey on Patient Safety Culture: 2011 User Comparative Database Report consists of data from 226 nursing homes and 16,155 nursing home staff respondents. Designed to assess nursing home staff opinions about resident safety issues, medical errors and event reporting, the survey includes 42 items that measure 12 areas, or composites, of patient safety culture.

Click here to access the full report
CMS Launches New Quality Care Finder Website
CMS has launched a new website for finding information about various types of providers, called Quality Care Finder. This web page provides links for consumers, providers, or anyone else to locate quality-related information on nursing homes, hospitals, home health agencies, dialysis providers, and physicians, plus a link to CMS’s program to find Medicare plans. The new website contains all the CMS “compare” links in one location.

Click here to access the CMS Quality Care Finder

CMS Implements New Risk Screening Process for all Providers
The Centers for Medicare & Medicaid Services recently implemented a new risk screening process for existing providers. All providers and suppliers who enrolled in Medicare or Medicaid prior to March 25, 2011, will be required to submit enrollment information and be revalidated under new risk screening provisions required by the Affordable Care Act. CMS’s rule, promulgated on Feb. 2, 2011, establishes low, medium, and high-risk categories and increases the number of screening mechanisms the higher the risk category. (SNFs are in the low risk category.) The rule also establishes an application fee that must accompany the enrollment application; it is set at $505 for 2011. Each provider’s Medicare Administrative Contractor will notify the provider when to apply for revalidation, which could be as late as 2013.

Click here for more from MLN Matters

Anonymous OSHA Survey?
According to Jennifer L. Hilliard, Public Policy Attorney for LeadingAge, OSHA has been sending out an anonymous survey. This is a survey that is being sent to 19,000 private sector employers regarding general safety and health practices. The responses are anonymous and cannot be used for enforcement purposes. The results will be used to inform future rulemaking and enforcement priorities.

Click here for a news release from OSHA on this project

CMS Estimates Health Spending to Reach $4.6 Trillion by 2020
CMS recently released the 10-year National Health Expenditures spending projections, which show national health spending reaching $4.6 trillion by 2020, an increase on approximately 76% from today’s spending level. Currently health care spending is around $2.6 trillion. The report also estimates the federal government’s share of the spending will increase to 50% from 45%, which could put additional pressure on federal budget woes.

Click here to read more courtesy of Senior Housing News

Click here to view the National Health Expenditures Projections 2010 - 2020
VALUE FIRST:
A MEMBER-DRIVEN SOLUTION TO
GROUP PURCHASING

Unifying Efforts & Energies of LeadingAge and 25 State Affiliates
Taps the Power of Community

Collaborative Power: Our collective buying voice is 7,000 aging services providers
strong! And, LeadingAge members benefit from sharing best practices and education on
procurement practices that streamline purchasing.

Service Power: A new synergy of service among three teams delivers increased
technical assistance and service to members’ needs across the continuum.

Buying Power: The contracting leverage gained by an annual spend of $8 billion on
products and services by members helps put more money back into the mission.

Contracting Power: Members have access to more than 400 actively utilized
contracts negotiated by MedAssets. With Broadlane, they bring together some of the
best pricing and contract depth in the field.

visit: www.valuefirstonline.com

For more information contact:
Scot Scurlock, VP LeadingAge Savings & Solutions Center
(202) 465-4313 (sscurlock@LeadingAge.org)

Visit the Value First Booth at the Annual Conference!
OIG Raises Concerns About Paid Online Referral Service
OIG Opinion 11-06 expresses concerns about a proposed paid online referral service between hospitals and aging services providers. The proposed arrangement could potentially generate prohibited remuneration under the anti-kickback statute.

[Click here to read more]

Health Care Reform

New Affordable Care Act Policy Helps Consumers Better Understand and Compare Benefits and Coverage
On August 17, 2011, the Departments of Health and Human Services (HHS), Labor, and the Treasury proposed new rules under the Affordable Care Act that will enable consumers to easily understand their health coverage and determine the best health insurance options for themselves and their families. Likewise, these proposed rules will assist employers in finding the best coverage for their business and their employees. Under the proposed rules, health insurers and group health plans will provide consumers with clear, consistent and comparable information about their health plan benefits and coverage.

[Click here to read more]

Health Care Reform GPS: A Provider Roadmap
To help aging services provides navigate the way through health care reform, LarsonAllen developed a white paper series entitled, "Health Care Reform GPS: A Provider Roadmap." The first document, "The Map Legend: Four Fundamental Reform Concepts," is a primer on 4 current terms and concepts in health care reform (mostly related to payment reform) and what they will mean for all provider types: value-based payment, accountable care organizations (ACO), bundled payments, and bending the cost curve.

[Click here to read more]

Come hear representatives from LarsonAllen talk about Payment Reform in sessions 3A and 4A at the Annual Conference.

Home and Community Based Services

SynCare, State Contractor of Assessments for Home and Community Based, Services Under Fire
SynCare, the state's contractor of assessments for home and community based services has been under fire recently for issues related to meeting terms of its contract with the state.
*Stltoday*, an on-line division of the *St. Louis Post Dispatch*, has run several articles critical of the contractor.

Any LeadingAge Missouri members experiencing problems with SynCare are encouraged to report those issues to Denise Clemonds via e-mail or by calling (573) 635-6244.

[Click here](#) to view the August 12, 2011 *stltoday* article

[Click here](#) to view the August 18, 2011 *stltoday* article

[Click here](#) to view the August 19, 2011 *stltoday* article

[Click here](#) to view the August 20, 2011 *stltoday* article

**Do You Receive Updates from DSDS?**

Did you know the Division of Senior and Disability Services (DSDS) routinely provides DSDS Information Updates? The updates cover a wide array of topics including Articles, Research, News Releases, Funding Opportunities, Job Opportunities, Reports, Resources, Recalls, Tip Sheets, Webinars, Health Observances, Community Events and more.

To sign up for the DSDS Information Update send an email request to: DSDSDirectorsOffice@state.mo.us

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### Home Health Care News

**CMS Home Health Proposed Rule Cuts Medicare Payments By 3.35%**

The Home Health 2012 proposed rule was posted on the Federal Register proposing a 3.35% decrease in Medicare payments to home health agencies (HHA) for calendar year (CY) 2012. The Medicare HHA proposed rule would also make structural changes to the HH PPS by removing 2 hypertension codes from the case-mix system, lowering payments for high therapy episodes and recalibrating the HH PPS case-mix weights to ensure that these changes result in the same amount of total aggregate payments.

[Click here](#) to read more

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### Hospice News

**CMS Hospice Final Rule Increases Medicare Payments**

The Centers for Medicare and Medicaid Services (CMS) issued a final rule that increases Medicare payments to hospices by 2.5% for fiscal year 2012. The final rule also will allow any hospice physician to perform the required face-to-face encounter with the hospice patient, regardless of whether that same physician recertifies the patient’s terminal illness and composes the recertification narrative.

[Click here](#) to read more
Growth In For-Profit Hospices Could Impact Future Policies
An article in the Journal of Law, Medicine and Ethics questions if the goal of profitability among for-profit hospice providers interferes with their ability to provide quality end-of-life care.

Click here to read more

Housing News

HUD Releases Notice: Updated Processing Guidance for the Section 202 & 811 Programs
On August 15, HUD released Notice H 2011-18 which provides comprehensive new guidance, the first written guidance since 1996, for issuing firm commitments and closing new projects under the Section 202 and 811 capital advance programs. The notice also provides the first written guidance other than regulations for mixed finance transactions, including those with Low Income Housing Tax Credits (LIHTC). This new guidance will go along way towards simplifying and streamlining the processing that heretofore has been time-consuming and has contributed to delays in closing many Section 202 and 811 developments.

The notice comes some nine months after HUD released a draft notice and incorporates comments from stakeholders. The Notice is divided into three parts. The first part addresses general issues that concern all Section 202 and 811 proposals in which the Owner has not submitted a firm commitment application. The second and third parts of the Notice specifically address mixed-finance transactions. Section 202 and 811 applicants that have started firm commitment processing shall proceed to initial closing and start of construction based on administrative instructions in place before issuance of this Notice.

Click here to access Notice H 2011-18

Revised HUD EIV Notice 2011 21 Issued

The revised Notice:
• Clarifies that IPAs (Independent Public Auditor) may use printed EIV documents when auditing an owner’s compliance
• Clarifies the requirement on resolving discrepancies between TRACS and the current HUD-50059
• Indicates the following reports must be run by selecting the “All” rectification month:
  • No Income Report
  • New Hires Report
  • Identity Verification Report
  • Deceased Tenant Report
• States the O/A must make sure the income appearing on the EIV Income Report does not meet a regulatory exclusion
• Clarifies that a tenant’s monthly repayment agreement may exceed 40% of the family’s monthly adjusted income if the family agrees to the amount stated in the repayment agreement
• Recommends the O/A has the head of household and, if applicable, the family member who had the unreported income sign a repayment agreement
• Indicates the comment field on the voucher must be completed when explaining payment and costs retained even if no costs were retained
• Identifies an updated penalty for not using the EIV system – the O/A will now incur a penalty of a five percent decrease in the voucher payment for the month following the date the violation was found and each subsequent voucher payment until the MOR finding is cured
• Indicates a new security training requirement – EIV users are now required to complete the online Federal ISS Awareness training program – the most recent HUD EIV webcast will no longer satisfy the security training requirement
• Clarifies that when mailing EIV data, data must be sent to an office of the O/A and must not be mailed to Independent Auditor offices
• New Attachment 9: Assessing the Five Percent Penalty in Voucher Payment has been added
• New Attachment 10: Sample Tenant Consent to Disclose EIV Income Information has been added

Click here to access Housing Notice 2011-21

**HUD Posts Notice on Bed Bug Control & Prevention**


As bed bug infestations have become a serious problem in housing throughout the country and HUD multifamily sites are not immune. The Notice provides information and references to best practices regarding the prevention and control of bed bug infestations. It also provides guidance on the rights and responsibilities of HUD, Owners and Management Agents (O/As) and tenants with regard to bed bug infestation and available resources from the HUD Office of Healthy Homes on recognizing, preventing and addressing bed bug infestations as they are found.

Click here to access HUD Notice H 2011-20

Come hear about bed bugs in senior communities in session 5C at the Annual Conference.

**HUD Withdraws 42 New PBCA Awards**

In a major new development, the U.S. Department of Housing and Urban Development (HUD) is withdrawing 42 previously announced awards of new performance-based contracts and will re-compete them again shortly under a new NOFA. Implementation of the new contracts will continue in 9 uncontested states and 2 territories. Six-month extensions will be offered to current contract administrators in the interim.

Click here to read more
Advance Directives Missing the Mark
Four separate reports issued by the LeadingAge Center for Applied Research identified a disconnect between the “legal requirement to document consumer wishes and the moral obligation to ensure that wishes are carried out.”

The reports focus on the requirements of the Patient Self Determination Act (1990), including rights to direct individual health care decisions. A variety of Advance Directives, including living wills, feeding and medication restrictions, decisions about resuscitation and medical treatment, are addressed in the legislation.

Click here to read more courtesy of the Indiana Association of Homes & Services for the Aging

Who Pays the Most for Services and Supports
The cost that consumers pay for long-term services and supports often depends on where they live. Who pays the most and the least? A new survey from Genworth Financial sheds some light on that question while documenting a nationwide increase in the cost of facility-based services over the past year.

Click here to read more

Click here to access the report including Missouri specific data

Studies Show Transitional Care Programs Lower Hospital Readmissions
Results released from two separate studies show that seniors who receive transitional care following a hospital discharge are far less likely to return. One study, which followed 257 seniors, found that 12.8% of patients were readmitted after receiving follow-up visits in their homes, compared to over 20% for those receiving no care following a hospital discharge. A separate Baylor Health Care System Study found that readmission was 48% lower among 56 heart failure patients when transitional care was received. The authors cite that there are both health and cost benefits to these post-acute options.

Click here to read more courtesy of McKnight's Long-Term Care News & Assisted Living

AARP Study Shows Substantial Economic Impact of Unpaid Family Caregivers
A study released by the American Association of Retired Persons (AARP) found that over 40 million Americans provided care for a family member in 2009. The study estimates the value of the unpaid contributions of these caregivers at approximately $450 billion, up from $375 billion in 2007. According to the study, the average family caregiver provides 18.4 hours of weekly care at an average
value of $11.16 per hour. The study underscores the necessity of this service despite the economic costs, stating that if family caregivers were no longer available the additional costs to US health care would be “astronomical.”

Click here to read more courtesy of McKnight's Long-Term Care News & Assisted Living

Average Salaries for Directors of Nursing Rose in 2011
The Hospital & Healthcare Compensation Service (HCS) released its annual survey results showing the average salary for a nursing home director of nursing (DON) increased 2.47% in 2011, compared to just 1.96% in 2010. According to the survey, the salary of a DON was correlated with the revenue of the employing nursing home. The average salaries of a DON ranged from $66,934 in nursing homes with up to $3 million in revenue to $94,314 in nursing homes with over $15 million in revenue. The survey included approximately 2,243 nursing homes.

Click here to read more courtesy of McKnight's Long-Term Care News & Assisted Living

Click here for information on how to obtain reports and other information from the Hospital & Healthcare Compensation Service

LeadingAge News

LeadingAge Provides “Enough is Enough” Talking Points
Barbara Gay, LeadingAge Directory of Advocacy Information, provides talking points explaining why nursing homes cannot have more Medicare and Medicaid cuts piled on top of those they already have experienced.

Click here to read more

Come hear Barbara Gay talk about Healthcare Reform in session 1A at the Annual Conference

July/August Issue of LeadingAge Magazine Now Available
The July/August issue of LeadingAge Magazine is now available. This issue focuses on “Doing The Work That Would Otherwise Not Be Done.”

Click here to access the July/August issue.
LeadingAge Annual Meeting and IAHSA Global Aging Conference

Join LeadingAge in Washington, DC, October 16-19, 2011 at the Washington Convention Center. World renowned speakers will join LeadingAge for the 50th Anniversary as we Celebrate Age: Poet Laureate Maya Angelou, Nobel Prize winner Elie Wiesel, Mary Robinson, the first female president of Ireland and others.

Click here for more information and registration details.

Medicare News

CMS Rule Cuts SNF Reimbursement Rates by 11.1%

The Centers for Medicare and Medicaid Services (CMS) final rule for skilled nursing facility Medicare reimbursement in fiscal 2012 includes an 11.1% cut.

The new rates will go into effect on Oct. 1, 2011.

The final rule:
- Closes loopholes in therapy reimbursement.
- Imposes a cut in Medicare reimbursement rates that will average 11.1% for all skilled nursing facilities.

For any one organization, the size of the reimbursement cut may be larger or smaller than 11.1% based on case-mix and on geographic location.

Click here to view the final rule
Click here to view a detailed summary of the final rule
Click here for additional resources and to read more

Medicare Bundling Initiative Includes Post-Acute Care

On Aug. 23, the Centers for Medicare and Medicaid Services (CMS) announced a Medicare payment bundling initiative that will align payments delivered by a variety of health care providers across an episode of care, such as a hip replacement or heart bypass.

Click here to read more

Come to sessions 3A and 4A at the Annual Conference to learn more about Payment Reform
Home Depot Foundation’s Community Impact Grants Program

The Home Depot Foundation, a philanthropic vehicle of Home Depot, has announced that it is accepting applications for its Community Impact Grants Program from nonprofit organizations, public schools, and public service agencies in the United States that are using the power of volunteers to improve the physical health of their communities. In light of the current housing market, the foundation's 2011 funding will prioritize projects that help veterans, seniors, and the disabled stay in their homes comfortably, including home repair, modification, and weatherization projects. Grants must support work completed by community volunteers in the U.S. Proposals for the following community improvement activities will be considered: repairs, refurbishments, and modifications to low-income and/or transitional housing or community facilities (schools, community centers, senior centers, etc.); weatherizing or increasing energy efficiency of low-income and/or transitional housing or community facilities; planting trees or community gardens and/or landscaping community facilities; and development and/or improvement of parks or green spaces. Only registered 501(c)(3) nonprofit organizations, tax-exempt public schools, and tax-exempt public agencies in the U.S. are eligible to apply. Grants of up to $5,000 will be made in the form of Home Depot gift cards for the purchase of tools, materials, or services. The Community Impact Grants Program will accept proposals for grants beginning April 4, 2011, through October 31, 2011.

Click here for more information

Nursing Facilities

How to Access National Nursing Home Cost Comparison Data

Benchmarking your senior living entity's financial ratio and cost data is as easy as using LarsonAllen’s 27th Annual Licensed Nursing Facility Cost Comparison. The publication and web tool are based on information reported in 2009 and represent approximately 500 not-for-profit and for-profit nursing providers nationwide.

Click here to read more
Click here to View LarsonAllen’s 27th Annual Licensed Nursing Facility Cost Comparison

Study Shows Shift Away from Nursing Homes; Reveals Challenges

A Brown University study found that between 1998 and 2008 the number of Americans living in nursing homes decreased 6.1% while the US Census Bureau estimates that in the same period the number of Americans between the ages of 65 and 69 increased 18.1% and the number of 70+ increased 8.7%. The authors explain the recent inverse correlation by evidencing the significant cost of nursing homes and increase in long-term care choices for seniors. MetLife estimates that private nursing home rooms can now run upwards of $83,000 per year. Additionally, seniors can now choose from services such as assisted living and home health care.

Click here to read more courtesy of Senior Housing News
Improved Quality Measures Linked to Higher Revenue
Health Services Research, a health care research publication, found that nursing home providers that improve performance on the Centers for Medicare and Medicaid Services (CMS) public report cards may see financial benefits. The study examined over 6,000 nursing homes between 1999 and 2005 selecting 15 quality measures and comparing financial metrics before and after public reporting. The research showed facilities that improved on quality measures had higher revenues and profit margins, primarily due to increased Medicare admissions.

Click here to read more courtesy of McKnight's Long-Term Care News & Assisted Living

State News

MO HealthNet Provider “Hot Tip of the Week” Page Updated
The MO HealthNet Provider “Hot Tip of the Week” Provider Enrollment Page has been updated.

Click here for the latest Hot Tips and other useful information from MO Health Net

If you wish to receive routine updates from MO Health Net send your e-mail request to: mohealthnetnews@lists.mo.gov

SLCR LTC Bulletin – Summer Edition
The Section for Long-Term Care Regulation has issued the Summer 2011 edition of the LTC Bulletin. Topics in the issue include Falls Prevention, Advance Directives, Dining, and more.

Click here to access the bulletin

Attention All Licensed Administrators
All persons applying for or renewing licenses are required to have paid all state income taxes, and to have filed all necessary state income tax returns for the preceding three years, pursuant to HB 600 of the 92 General Assembly (2003). If a licensee has failed to pay his/her taxes or has failed to file his/her tax returns, his/her administrator's license will be subject to suspension within 90 days of being notified by the Missouri Department of Revenue of any delinquency or failure to file.

The Department of Revenue notifies the Board of Nursing Home Administrators (BNHA) of any licensee that is delinquent or failed to file. BNHA will send a notice letter to those licensees indicating that he/she is not in compliance. If the licensee fails to remedy the situation, BNHA will send a suspension letter indicating that the license is suspended.

The licensee will need to contact the Department of Revenue at (573) 751-7200 and get the tax issue resolved with their office. Once the issue is resolved with the Department of Revenue, they will provide the licensee with a letter of tax compliance. Once he/she receives the letter of tax compliance, he/she can send it to the BNHA office immediately.

Questions should be addressed to the BNHA at (573) 751-3511 or by e-mail at BNHA@health.mo.gov.
For more than 40 years, the people and partners of Life Care Services have touched the lives, served the needs, and fulfilled the retirement dreams of thousands of people across America. Our highly flexible, resident-centered approach has set the standard in our industry. Life Care Services is the leading developer and manager of continuing care retirement communities throughout the United States with a record of success since 1961. Our mission is to provide unmatched services and living accommodations for seniors that create confidence and enhance their quality of life.

We are seeking a hospitality-minded, professional licensed Administrator to join our extraordinary leadership team at Friendship Village Chesterfield in Chesterfield, Missouri. The community includes 286 independent living units, 22 assisted living units, and a 99-bed skilled nursing facility.

The Administrator is responsible for assisting the Executive Director in the overall administration of the community. He/she supervises operation of the service departments as directed by the Executive Director, with primary emphasis on the health center. He/she also handles special projects for the Owner and the Executive Director. In the Executive Director's absence, the Administrator can assume responsibility for all facility operations.

**Required Experience and Skills:**

The successful candidate will possess licensure as a Nursing Home Administrator and will have a minimum of 2-3 years of management experience in a health care, hotel/restaurant or life care community environment. In addition, the following is required:

- Excellent hospitality skills.
- Ability to work effectively and diplomatically with a variety of publics, including residents, Boards of Directors, community groups, government agencies, etc.
- Ability to write clearly and concisely.
- Ability to effectively communicate verbally with individuals and both large and small groups.
- A broad understanding of federal and state laws related to the operation of the facility.
- A knowledge of and special sensitivity to the needs of the aging.
- A background in financial management, including budget preparation, cash flow management, and analysis of financial reports. Ability to effectively supervise staff members and to work cooperatively as part of a team.
- Ability to work independently with self-discipline and self-motivation.
- Ability to gain the knowledge and develop management skills required to become an Executive Director of his/her own community.
- The technical knowledge required is best obtained through a BS or MS degree in business, health care, hotel/restaurant management, or a closely related area.

Individuals interested should reply to:

Yvonne Rickert  
Director of Human Resources - Operations Management  
Life Care Services  
Capital Square  
400 Locust Street, Suite 820  
Des Moines, Iowa 50309-2334  
rickertyvonne@lcsnet.com
Lutheran Senior Services at Meramec Bluffs currently has the following job opportunity available:

Executive Chef
Full-time

We are seeking a strong leader for our Executive Chef role in our premier Retirement Community.

The ideal candidate must have strong culinary skills and prior management experience in a retirement community, restaurant, country club or equivalent setting. The ideal candidate must possess strong leadership skills and the ability to coach and train staff.

Interested candidates may apply on-line at www.LssLiving.org

(Requisition # 11-2168)

Lutheran Senior Services, named one of the “2011 Best Places to Work” by the St. Louis Business Journal, is the nation’s 10th largest not-for-profit multi-site senior living network, and the largest based in the state of Missouri. Part of the Lutheran Senior Services network of excellence and home to more than 450 residents, Meramec Bluffs offers a full continuum of care, including independent living, residential care, memory care, and skilled care.

We offer a great work environment, competitive compensation and great benefits, including Tuition Reimbursement.

If you are looking for a chance to work in a faith-based environment, where residents and staff are respected and valued, this is a wonderful opportunity for you!

Meramec Bluffs is conveniently located in West County off of Vance Road, near highways 44 and 141.

#1 Meramec Bluffs Drive - Ballwin, MO 63021

EOE
LeadingAge Missouri Hotline Newsletter Advertising Opportunities

Advertising Opportunities
Reach the decision-makers in your target market through the LeadingAge Missouri Hotline. The monthly newsletter of LeadingAge Missouri reaches CEO’s, administrators, managers, and other corporate officers from retirement, long term care and home and community based providers throughout Missouri. This is the perfect opportunity to gain greater name recognition and awareness for your products and services.

Space is Limited
Advertising space in the Hotline is limited. Advertisements will be published first-come, first-served on a space available basis. Ad placements will be made at the sole discretion of LeadingAge Missouri. Advertising is limited to LeadingAge Missouri members. LeadingAge Missouri reserves the right to refuse to publish an ad.

Advertisement Sizes, Rates, and Artwork Requirements

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*10% discount if ad is pre-paid to run three consecutive months.

Camera ready artwork must be emailed in a jpg. or pdf. format. Email to beth@moaha.org.

Advertisement Request Form
Please place our advertisement in the _______ (month) edition of the LeadingAge Missouri Hotline. Enclosed is payment in the full amount for the advertising space.

Company: __________________________________________ Telephone: ____________________________
Address: __________________________________________ City/State/Zip: __________________________
Contact: __________________________________________

I have read this form, understand its contents, and agree to its terms.

Signature of Authorized Representative: __________________________ Date: __________________________

☐ MC  ☐ Visa  Card Number: __________________________  3 Digit Security Code: ______

Expiration Date: __________________________ Name on Card: __________________________

Billing Address for Credit Card: __________________________

LeadingAge Missouri Use Only: Total Amount: __________ Date Received: __________ Check #: __________