



# LOUISIANA NURSING HOME ASSOCIATION 2010 ANNUAL REPORT



PROVIDING LEADERSHIP IN LONG TERM CARE  
POLICY AND ADVOCACY ON BEHALF OF LOUISIANA'S  
NURSING FACILITY AND ASSISTED LIVING COMMUNITY



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## About LNHA

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Since its inception in 1957, Louisiana Nursing Home Association has ardently strived to meet the needs of thousands of elderly and frail Louisianans through its representation of licensed nursing facilities in the state. Cooperating closely with public and private health care



groups, LNHA has continued to pursue its goal of improving the quality of life for the state's thousands of nursing home and assisted living residents.

Today, LNHA is headquartered in Baton Rouge and represents more than 250 licenced proprietary and nonproprietary nursing homes and assisted living facilities in Louisiana. Governed and guided by its 19-member Board of

Directors and supported by its 10 professional staff members, the Association has successfully advocated for the long term care community and the residents it serves.



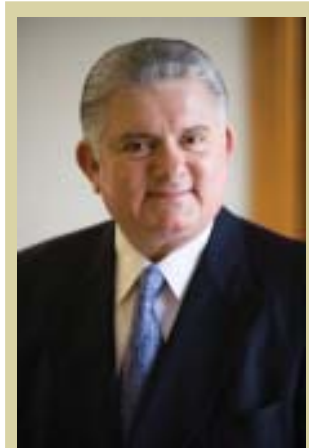
# A Message from Our President and Executive Director

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It is our pleasure to present the *Louisiana Nursing Home Association 2010 Annual Report*. As the state's largest and most active advocacy organization for the long term care community, LNHA has distinguished itself again this year through coordinated advocacy, enhanced member services, and continued efforts for quality improvement. The *2010 Annual Report* highlights our activities, successes, and challenges on behalf of our members between the months of November 2009 and October 2010.

We wish to thank our dedicated LNHA members, whose commitment to the Association's efforts has been invaluable in the success of our profession.

Each year we are faced with a myriad challenges, but it is up to us to continue to set our standards high and remain the leaders in long term care. Together we will continue to strive for the highest quality care for the frail and elderly across the state of Louisiana.



*LNHA President  
Ron Goux*



*LNHA Executive  
Director Joe Donchess*



# Legislative Advocacy

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## Session Highlights

### Funding for the Elderly

The State budget was passed with millions of dollars in cuts to higher education, charity hospitals, and state agencies; however, nursing homes were able to absorb their share of these cuts through the Trust Fund for the Elderly in order to maintain funding.



### Building the Trust Fund for Our Elderly Care

Signed into law as Act 891, SB 563 directed excess nursing home direct care funds to further build the Medicaid Trust Fund for the Elderly.

### Case-Mix Reimbursement

HB 766 was signed into law as Act 150 to change the reimbursement methodology by increasing the payment for direct care costs and increasing the minimum occupancy in each facility.

### Nursing Home Bed Moratorium

HB 776, which extends the facility need review process for some intermediate care group homes, was amended to include an extension of the moratorium on new nursing home beds. Under the amendment, the current nursing home moratorium is extended until July 2016.

### Home and Community-Based Long-Term Care Act

HB 1185 was signed by the governor as the Home and Community-Based Long-Term Care Act. The act completes the implementation of cost control mechanisms for personal care and waiver programs for the elderly and disabled and calls for DHH to provide quarterly progress reports to the Joint House and Senate Health Committees as well as Joint Legislative Committee on Budget.



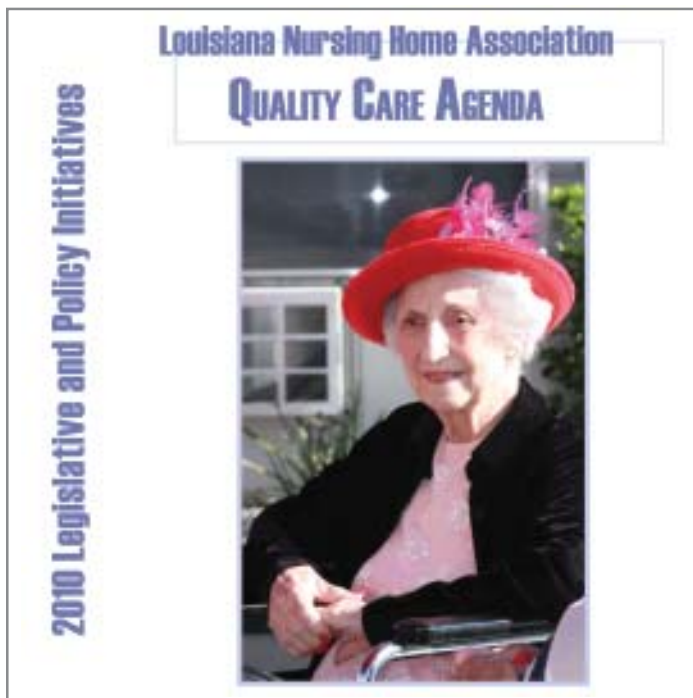
# Legislative Advocacy

## Communication

- LNHA offers members an effective and time-efficient way to communicate with lawmakers on key legislation through Capwiz, an online tool to manage grassroots campaigns and deliver constituent messages to federal and state elected officials. Participation in

campaigns using Capwiz grew steadily throughout the legislative session, and plans are currently being made to offer members a Capwiz 101 training course to further increase participation.

- Each year, LNHA provides members and legislators with an overview guide to key legislation affecting the long term care community. The Louisiana Nursing Home Association Quality Care Agenda serves to educate lawmakers on the salient points of nursing home and assisted living legislation and also provides members with talking points to use in discussing the issues with the legislators.



- Weekly Legislative Updates are distributed during the legislative session providing timely updates on the status of critical legislation. Prepared by Joe Donchess, Lemmie Walker, and Amanda Larkins, these updates have become a vital component of LNHA members' participation in the legislative process.



# Reimbursement

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- Nursing home Medicaid rates were rebased on July 1, 2010 for the third consecutive year allowing the long term care profession to continue to move forward in providing quality care for residents in extremely difficult budgetary times. Frequent rebasing demonstrates the importance of good financial management and cost reporting, as the rebased rates are based on cost reports generated from facilities' financial records.
- Legislation was passed this year that will impact the rates for dates of service beginning July 1, 2011. The Direct Care and Care Related Price will increase from 110% of the median cost to 112.4% of the median cost. The occupancy penalty will increase from 70% of licensed beds to 85% of licensed beds. All nursing homes will receive an increase in the Direct Care and Care Related portion of their rate, while nursing homes that are less than 85% occupied will receive a decrease in the Fair Rental Value portion of their rate. These changes are designed to be budget neutral to the State as a whole. The impact of these changes on an individual nursing home will vary based on several factors including the nursing home's occupancy percentage and the case mix index.
- As of July 1, 2010, seven nursing homes have utilized the "private room conversion" program and four nursing homes have utilized the "bed buy back" program to reduce the State's licensed bed inventory. It is imperative that nursing homes continue to take the initiative to reduce the number of excess beds in Louisiana.
- On June 30, 2000, the average Medicaid rate was \$59.30 per patient per day. On January 1, 2003, (the day the case mix system was implemented) the average Medicaid rate was \$79.82 per patient per day with an average CMI of 0.9362. On July 1, 2010, the average Medicaid rate was \$136.18 per patient per day with an average CMI of 1.0469. Facilities' patients need more intensive care now than they did seven years ago. We expect this trend to continue as people live longer.



## Education

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Nearly 2,000 long term care professionals attended educational events during 2010. With the onslaught of recent regulatory changes, the Education Committee and LNHA staff provided a host of salient topics and speakers for the long term care profession.

Included in the year's education agenda were:

- **Long Term Care State Regulatory and Agency Updates**  
January 6, Paragon Casino Resort, Marksville
- **Quality Indicator Survey**  
February 2-5, Embassy Suites, Baton Rouge;  
L'Auberge Du Lac, Lake Charles; Louisiana Downs,  
Bossier City; and Paragon Casino Resort,  
Marksville
- **Resident Activity Director Certification (1<sup>st</sup>)**  
March 23-26, Paragon Casino Resort, Marksville
- **Spring Conference**  
May 4-5, Crowne Plaza, Baton Rouge
- **Director of Nursing (D.O.N.) Boot Camp**  
June 17-18, Paragon Casino Resort, Marksville
- **Out of State Education Seminar**  
July 14-16, The Venetian Hotel, Las Vegas
- **MDS 3.0 Intense Training Session**  
August 17-19, Paragon Casino Resort, Marksville
- **Fall Convention**  
September 20-22, Riverside Hilton, New Orleans
- **Dementia Training**  
October 4, Paragon Casino Resort, Marksville
- **Resident Activity Director Certification (2<sup>nd</sup>)**  
October 5-8, Holiday Inn South, Baton Rouge





## Public Relations

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The past year was an exceptionally busy one for public relations efforts on behalf of the long term care community. In addition to ongoing media relations, press releases, letters to the editor, and various public relations and community outreach efforts, LNHA also championed the following activities:

- **Nursing Home Volunteer Advertising Campaign**

This five-month television campaign served to raise awareness of volunteer programs in nursing homes and improve public perception of long term care facilities.



- **Supriya Jindal Nursing Home Visits**

LNHA toured the state with the First Lady as she visited nursing homes during the holiday season. The events garnered extensive media coverage.

- **Fully Integrated Find-a-Facility Website**

The revamped LNHA website now features a Find-a-Facility function that is fully integrated with the in-house database. This means the public can easily find nursing homes using the most current information available.

- **Career Day Speaking Engagements**

LNHA staff spoke in several public forums during the year to increase interest among the public in long term care careers.

- **Photo Shoot for Legislative Agenda**

As a way to increase positive awareness of nursing homes and their residents, LNHA conducted a photo shoot of actual residents from across the state and used the photography in the Quality Care Agenda given to all legislators.



# Affiliate Organizations

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## LNHA Service Corporation

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The LNHA Service Corporation offers a top-quality group purchasing program to LNHA members. Currently there are 43 preferred vendors in the program, and income for this year compared to the same period last year shows a 22% increase. For the past 12 years, the Service Corporation has paid rebates to its nursing homes, and, this year, rebates exceeded \$72,000.



In 1998, the year the Service Corporation first started offering rebates, there were 74 facilities receiving them. Today that number has grown to 145. All LNHA member facilities and associate members are eligible for the special pricing arrangements or services offered by Service Corporation Preferred Vendors.

In addition to offering LNHA member discounts and rebates, the Service Corporation sponsored various events throughout the year (Spring Conference, Fall Convention, Legislative functions, seminars).



## Self Insurance Fund (LHCSIF)

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The LNHA workers' compensation program reduced premiums by 20% for the second year in a row and greeted two new participants with 20+ facilities into the LHCSIF family. Claims payments remain well below the statewide average, which helped to allow the Trustees to adopt a motion to pay \$2,000,000 in Member Distributions in March 2010.



## Liability Trust

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The liability trust claims count per bed is among the lowest in the nation allowing the opportunity to reduce rates for the coming year and helped to allow the Trustees to adopt a motion to pay \$1,500,000 in Member Distributions in September 2010.



## Louisiana Nursing Home Political Action Committee (LNH-PAC)

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The LNH-PAC is an important part of the success of Louisiana's nursing homes. Voluntary contributions are used to provide support to candidates across Louisiana who support issues important to the nursing home profession. LNHA has a strong PAC, thanks to its members. Members are urged to continue supporting the PAC and, if not currently supporting the PAC, to reconsider.



## Louisiana Long Term Care Foundation

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One of the Foundation's main functions is to encourage nursing students of high academic and care-giving caliber to pursue a career in long term care by granting academic scholarships to those who already show an interest in caring for the elderly. As such, the Foundation awarded \$7,500 in scholarships to six worthy nursing students.



## Recognition & Awards

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A highly-anticipated event of the LNHA Fall Convention is the annual awards luncheon, where this year 22 honors were presented to exceptional providers and volunteers in the nursing home community. Winners for 2010 were:

LIFETIME ACHIEVEMENT: **Jerry Brodhead**, Pineville; **Henry Burch**, Burch & Associates, Mandeville; **Johnny Raymond**, Raymond Consultants, Inc., Breaux Bridge

PRESIDENT'S CHOICE: **Jamie Shelton**, Central Management, Winnfield; **Marcus Naquin**, Hammond Nursing Home, Hammond



ADMINISTRATOR OF THE YEAR: **Kellie Maronge**, Riverbend Nursing & Rehab, Belle Chase

DIRECTOR OF NURSING (DON) OF THE YEAR : **Donna Barton**, Autumn Leaves Nursing & Rehab Center, Winnfield

MEDICAL DIRECTOR OF THE YEAR: **Roger Casama**, Resthaven Living Center, Bogalusa

LICENSED PRACTICAL NURSE OF THE YEAR: **Barbara Brown-Johnson**, Meadowview Health & Rehab, Minden

ACTIVITY DIRECTOR OF THE YEAR: **Juette Martin**, Forest Manor of Covington, Covington

CERTIFIED NURSING ASSISTANTS OF THE YEAR: **Mac Henderson**, Hickory Manor Skilled Nursing Facility, Bastrop; **Geraldine Huynh**, Kaplan Healthcare Center, Kaplan; **Carolyn McClanahan**, Many Healthcare North, Many; **Fanny Mondy**, Resthaven Living Center, Bogalusa

PERFECT ATTENDANCE AWARD: **Deborah Xifos**, Meadowview Health & Rehab, Minden

FOOD SERVICE SUPERVISOR: **Melinda Morgan**, Meadowview Health & Rehab, Minden

ADULT VOLUNTEER (INDIVIDUAL): **Linda Potier**, Kaplan Healthcare Center, Kaplan

GROUP VOLUNTEER: **Sunshine Club of Bogalusa**, Resthaven Living Center, Bogalusa



## 2010-2011 Board

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President, **Ron Goux**, Goux Enterprises, Mandeville  
Vice President, **Martin Stott**, Grace Health & Rehab, Baton Rouge  
Secretary, **June Peach**, The Management Company, Alexandria  
Treasurer, **Ray Naquin**, Hammond Nursing Home, Hammond

Region I Vice President, **Mike Ford**, Riverbend Nursing & Rehab, Belle Chasse  
Board Member, **Brett Bolt**, Nexion Health, Inc., Sykesville, MD

Region II Vice President, **Buster Quirk**, Plantation Management, Denham Springs  
Board Member, **David Stallard**, Louisiana Extended Care Centers, Mandeville

Region III Vice President, **Brian Hensgens**, Acadia St. Landry, Church Point  
Board Member, **Rickey Hayes**, Breaux Bridge

Region IV Vice President, **Bobby Beebe**, Magnolia Management, Ridgeland, MS  
Board Member, **Teddy Ray Price**, Central Management, Winnfield

Region V Vice President, **Jamie Shelton**, Central Management, Winnfield  
Board Member, **Delbert Wilbanks**, Central Management, Winnfield

Region VI Vice President, **Kit Gamble**, Guest Care Management, Shreveport  
Board Member, **Bill Ledbetter**, Riverview Care Center, Bossier City

Region VII Vice President, **Scott Broussard**, St. Frances Nursing & Rehab, Oberlin  
Board Member, **Jack Sanders**, Management Seven, LLC, Many

Nonproprietary Member, **John Stassi**, CommCare Corporation, New Orleans



## 2010 Staff

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**Joseph Donchess**, Executive Director  
**Lemmie Walker**, Legislative Liaison  
**Mark Berger**, Reimbursement Director  
**Anne L. Songy**, Communications Director  
**Jodi Guidry**, RN, Regulatory Director  
**Julie Brady**, Executive Secretary and Convention Coordinator  
**Dena Arnone**, Secretary  
**Maureen Currie-Velez**, Education Liaison  
**Susan Helm**, Bookkeeper  
**Myron Chatelain**, LNHA Service Corporation Manager



## Member Benefits

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- Governmental action and legislation shape the long term care industry and its profitability. LNHA protects members' interests in labor issues, economic issues, regulatory issues and tax matters before irresponsible and unrealistic laws are passed. Our lobbyist and executive director represent the interests of the long term care industry in the legislative and regulatory arena, striving to achieve the best socioeconomic climate for long term care operators to be successful.
- Political action committees are created to make financial contributions to candidates and work toward political goals. LNH-PAC solicits voluntary contributions from members in order to contribute to political campaigns. Industry-wide participation is more effective than individual contributions, and for the nursing home profession, LNH-PAC has proven to be a valuable asset in LNHA's lobbying in Baton Rouge.
- Emergency preparedness has become one of the most critical components of the LNHA menu of benefits. Designated Regional Coordinators (volunteers among the long term care community), along with the LNHA emergency operations team stand ready to help inform and guide nursing facilities during a hurricane or other major emergency.
- Public perception of value for their long term care dollar is key for the viability of our industry. The Public Relations Committee assesses need areas and addresses the needs with specific campaigns. LNHA provides public relations campaigns and projects for the long term care industry and, in addition, provides guidance for programs for facilities to implement.
- LNHA's Convention & Trade Show offers outstanding educational opportunities for owners, administrators and management company personnel, as well as nurses, activity directors, social workers and dietary managers. Participants also have the opportunity to examine the latest advances in services, products and technology for the nursing home profession — at one time, in one place. In addition, the Convention and Trade Show offers many opportunities for relaxation, recognition and entertainment.



## Member Benefits

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- LNHA's Spring Conference focuses on informing our lawmakers about how issues impact the long term care profession and the citizens of Louisiana. In addition to the legislative focus, educational opportunities are offered to caregivers to arm them with the knowledge to provide the quality care and quality of life nursing home residents deserve.
- In addition to Spring Conference and Convention, LNHA offers seminars throughout the year at various sites in Louisiana. How can we meet ADA and OSHA requirements? What is CMS requiring with the MDS? These sessions offer information on topics like these from the experts.
- *Lagniappe* -Published semi-monthly, this informative newsletter recaps current events, business regulations and membership news that you need to know.
- LNHA Updates - This Packet is mailed bi-weekly and offers in-depth information on issues affecting the long term care industry.
- LNHA has established Louisiana Long Term Care Foundation, a tax-exempt entity which addresses quality care and quality of life concerns for Louisiana's nursing home residents. Since its inception, the foundation has concentrated on the nursing shortage by granting scholarships to deserving nursing students interested in long term care.
- LNHA members are eligible to participate in Louisiana Health Care Self Insurance Fund for Workers' Compensation. The program has reduced the cost of workers' compensation insurance to its participants. Additionally, LNHA offers liability coverage through its Liability Trust.
- LNHA offers a group purchasing program which pools the purchasing power of the industry's dollars to get preferred pricing on groceries, medical supplies, janitorial supplies, uniforms, and other items facilities commonly purchase.

A LOOK AHEAD...

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SPRING CONFERENCE  
May 2-3, 2011  
Baton Rouge, LA



FALL CONVENTION AND  
TRADE SHOW  
September 26-28, 2011  
New Orleans, LA



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