

2010 ANNUAL REPORT



LETTER

FROM THE CHAIR



2010 marked another banner year for CEAL. With the strong support of the eleven member board organizations that comprise CEAL along with the Advisory Council organizations, CEAL continued its uniquely collaborative efforts. CEAL conducted a series of four webinars during the fall. With the help of our sponsors, **Aptura, Lane Powell, the National Center for Assisted Living, NCB Capital Impact, and Care and Compliance**, the webinars were a huge success with participation far beyond what had been projected. The webinar topics were based on the 2009 Excellence in Assisted Living Award categories and featured many of the award winners. The topics included: *"Workforce Practices: How to Achieve Successful Outcomes;" "Person-Centered Care: It's More Than an Art;" "Dementia Care; What Works;"* and *"Medication Administration: Getting It Right."*

CEAL published *Person-Centered Care in Assisted Living: An Informational Guide* in 2010. This white paper is significant because the principles of person-centered care were comprehensively explained and applied to assisted living settings for the first time. This paper will serve as a framework to help guide communities as they implement person-centered care.

CEAL continues to be involved in numerous national collaborative initiatives. The Assisted Living Disclosure Collaborative involving CEAL and the Agency for Health Research and Quality began Phase II of the project which includes the field testing of the disclosure tool developed in Phase I. The *Medication Administration Pocket Guide for Assisted Living and Nursing Home Medication Technicians*, a joint venture with MED-PASS and the American Society of Consultant Pharmacists, continues to be a valuable resource with over 2,000 guides sold in 2010. As a result of the success of a publication geared specifically for the direct care staff, CEAL is in the early stages of developing a similarly geared pocket guide for infection control that is anticipated to be available in late 2011.

Sheryl Zimmerman from UNC/Chapel Hill and Brad Klitch from Direct Supply took over as co-chairs of the Advisory Council at the beginning of 2010 and have been instrumental in enhancing the level of topic discussions. CEAL continues its community-based participatory research (CBPR) collaboration with UNC/Chapel Hill for research projects as well as consulting engagements with other university/community groups interested in CBPR. CEAL's Clearinghouse continues to expand; it currently contains over 700 diverse resources relevant to assisted living including research articles, policy reports, training and educational materials, and case studies among others.

It has been an honor and pleasure to serve as the Board Chair for 2010. With the help and support of all the organizations that comprise CEAL, it continues to serve a unique role in connecting the diverse stakeholders of assisted living to foster quality and affordability.

Steve Maag
LeadingAge

A UNIQUE ORGANIZATION



CEAL is a non-profit collaborative of eleven national organizations. A member from each organization comprises the 11-member volunteer Board of Directors. The organizations represent a unique balance of key stakeholders in assisted living including: four consumer advocacy organizations; four assisted living provider organizations; an organization focused on promoting the availability of affordable assisted living; a national assisted living nurse's association; and an organization focused on championing quality for aging services.

CEAL promotes high-quality assisted living, serves as a convener to bring together diverse stakeholders to discuss and examine issues related to assisted living as well as to help bridge research, practice and policies that foster quality and affordability, and maintains an objective national clearinghouse of information and resources about assisted living.

The Center for Excellence in Assisted Living (CEAL) was created as an outgrowth of a national initiative known as the Assisted Living Workgroup (ALW). The ALW was formed at the request of the U.S. Senate Special Committee on Aging in 2001. Nearly 50 organizations representing a broad range of stakeholders came together over the course of 18 months to develop consensus recommendations to assure quality in assisted living. The 110 recommendations were presented to the Aging Committee at a hearing held in April 2003.

The first ALW recommendation was to form and fund an entity to continue the work of the ALW and to serve as an ongoing information clearinghouse. The recommendation further stipulated that the entity should include a governing board comprised of diverse key stakeholders. Eleven of the key stakeholder organizations involved in the ALW formalized this recommendation to create CEAL. CEAL was incorporated in the District of Columbia in November 2004 and subsequently granted 501 (c) (3) status by the IRS. For more information about CEAL, please visit its web site at www.theceal.org.

CEAL BOARD OF DIRECTOR ORGANIZATIONS

AARP

Alzheimer's Association

American Assisted Living Nurses Association (AALNA)

American Seniors Housing Association (ASHA)

Assisted Living Federation of America (ALFA)

Consumer Consortium on Assisted Living (CCAL)

LeadingAge

National Center for Assisted Living (NCAL)

NCB Capital Impact

Paralyzed Veterans of America (PVA)

Pioneer Network

CEAL'S MISSION

The mission of CEAL is to foster high quality assisted living by bringing together diverse stakeholders to:

1. Discuss issues and, where possible, bridge research-policy-practice;
2. Identify, develop, and disseminate resources to facilitate quality improvement in assisted living and act as an objective resource center;
3. Identify gaps in research and promote research in areas needed to support quality practices in assisted living; and
4. Promote access to high quality assisted living for low- and moderate-income individuals.

GOALS AND OBJECTIVES

To accomplish this, CEAL will:

1. Maintain a national clearinghouse for information on quality and effective practices in assisted living;
2. Identify gaps in research and partner in research projects, including community-based participatory research (CBPR) in areas needed to support quality practices in assisted living; and
3. Identify critical issues affecting assisted living to drive the development of resources to facilitate quality improvement.

*“Coming together is a beginning.
Keeping together is progress.
Working together is success.”*

— Henry Ford

CEAL ADVISORY COUNCIL

An important element of CEAL is its diverse Advisory Council. The CEAL Advisory Council was formed in 2005 to regularly bring together the wider assisted living stakeholder community to discuss and examine current topics from diverse perspectives. The volunteer Advisory Council meets three times each year in Washington, DC, and serves a critical role by developing annual recommendations that help to shape and inform CEAL's goals and objectives. The Advisory Council co-chairs are Sheryl Zimmerman, from the University of North Carolina-Chapel Hill, representing the Gerontological Society of America and Brad Klitsch from Direct Supply.

The CEAL Advisory Council:

- Provides a forum for the diverse perspectives of stakeholders to discuss issues of importance to assure quality assisted living;
- Facilitates exchange of information and ideas related to current developments in the field; and
- Discusses timely policy issues and provides recommendations for the CEAL board's consideration.

CEAL ADVISORY COUNCIL PARTICIPANTS

American College of Health Care Administration
American Geriatrics Society
American Institute of Architects
American Medical Directors Association
American Society of Consultant Pharmacists
CARF-CCAC
Gerontological Society of America
Hartford Institute for Geriatric Nursing
National Association of Activity Professionals
National Association of Area Agencies on Aging
National Association of Boards of Examiners of LTC Administrators
National Association of Home Care and Hospice
National Association of Professional Geriatric Care Managers
National Association of Social Workers
National Association of State LTC Ombudsmen Programs
National Association of State Units on Aging
National Certification Council for Activity Professionals
National Conference of Gerontological Nurse Practitioners
National Hospice and Palliative Care Organization
National Multiple Sclerosis Society
FEDERAL AGENCIES:
DHHS/Agency for Healthcare Research and Quality
DHHS/Centers for Medicare and Medicaid Services
DHHS/Office of the Assistant Secretary for Planning and Evaluation
INDIVIDUAL PARTICIPANTS:
Brad Klitsch, Direct Supply
Mauro Hernandez, Concepts in Community Living, Inc.
Patti Cantillo-Kodzis, HealthSense, LLC
Robert Lightfoot, von Briesen & Roper

COLLABORATIVE FORUMS

■ **National Consumer Disclosure Initiative** — CEAL's work efforts over the last three years with the U.S. Agency for Healthcare Research and Quality (AHRQ) resulted in the completion of Phase 1 of the Assisted Living Disclosure Collaborative (ALDC). The ALDC is a diverse group of assisted living stakeholders working together through a consensus process to develop a uniform instrument to: (1) describe the services and characteristics of assisted living residences; and (2) pilot test the usability of the instrument for compiling information that can be made available to consumers so that they can make more informed decisions. Phase 2 began this year with small-scale pilot testing.

■ **Person-Centered Care** — CEAL commissioned a White Paper on person-centered care and convened a special one-day gathering of diverse experts to examine and discuss person-centered care in assisted living. The White Paper is available on the CEAL website.

■ **Other Collaborative Efforts** — CEAL continues to participate in collaborative initiatives including:

- The national assisted living and residential care survey Federal initiative being conducted by the Office of the Assistant Secretary for Planning and Evaluation (USDHHS), National Center for Health Statistics (CDC) and the Agency for Healthcare Research and Quality (USDHHS); and
- Participate as an active member of the Long-Term Quality Alliance (LTQA). LTQA was formed to improve the effectiveness and efficiency of care and quality of life of people receiving long-term services and supports.

■ **Advisory Council Meetings** — The Advisory Council held meetings in Washington, DC, and via conference call for participants outside of the area. Topics of the substantive presentations and discussions included:

- Affordable Assisted Living
- Person-Centered Care





RESEARCH

■ **CEAL–UNC Collaborative Project** — CEAL and the University of North Carolina at Chapel Hill, Collaborative Studies of Long-Term Care submitted a National Institute on Aging grant application for its second project utilizing the community-based participatory research (CBPR) methodology that actively includes diverse stakeholders in all aspects of the research project process. This project aims to identify and examine the structures, processes and outcomes needed to support person-centered care in assisted living.

INFORMATION AND RESOURCES

■ **Web-based National Clearinghouse for Assisted Living Information** — CEAL continued to expand the resource materials in its national Clearinghouse of assisted living information to include a repository of over 700 items. The Clearinghouse is a free national resource for the collection and dissemination of materials relevant to assisted living including research, consumer materials, select state information such as links to state’s regulations and licensing agency contact information, exemplary assisted living practices-measures-policies, and training and educational materials.

■ **Web Site Columns** — CEAL continued to publish thoughtful commentary about timely assisted living topics through its guest columns which are posted bi-monthly. The columns consistently rank as one of the most popular features of the website with online visitors.

Center for Excellence in Assisted Living

Practice Technical Expertise
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Welcome to the CEAL Clearinghouse

The CEAL Clearinghouse is a national resource for the collection and dissemination of information about assisted living including:

- **Research findings** and outcomes related to assisted living
- Exemplary **assisted living practices**, measures, and public policies and programs
- **Consumer materials**, including state information
- **Links to relevant websites** such as the National Academy of State Health Policy
- **International documents/abstracts** in English
- **Media articles**
- **Training and education** materials
- **Expert opinion pieces** and commentary vetted by the CEAL board

THE CEAL CLEARINGHOUSE WEB SITE FOUND AT WWW.THECEAL.ORG

PROMOTING QUALITY

PERSON-CENTERED CARE

An integral element of CEAL's mission is to create resources and act as an objective source of information to facilitate quality improvement in assisted living. The board of directors of CEAL recognized that broad discussion and examination of person-centered care in assisted living was necessary to inform and advance operational knowledge and practices about what has become internationally known as the gold standard — person-centered care. Through the generous support of the National Association of Long Term Care Administrator Boards, CEAL convened an invitational Gathering of assisted living providers and person-centered care experts in June 2009.

To help inform and advance discussion during the Gathering, a paper was developed that included research and a literature review of evidence-based person-centered care practices. The person-centered care paper was revised to incorporate salient points brought forth in the June 2009 Gathering. The revised paper was broadly disseminated to CEAL board member organizations' members for comments. The comments provided from CEAL board member organizations' members along with additional research and information gleaned from interviews conducted with a wide-range of person-centered care experts including architects, gerontological nurses, assisted living executive directors/administrators, and dementia and management consultants among others were incorporated into a CEAL White Paper titled *Person-Centered Care in Assisted Living: An Informational Guide*.

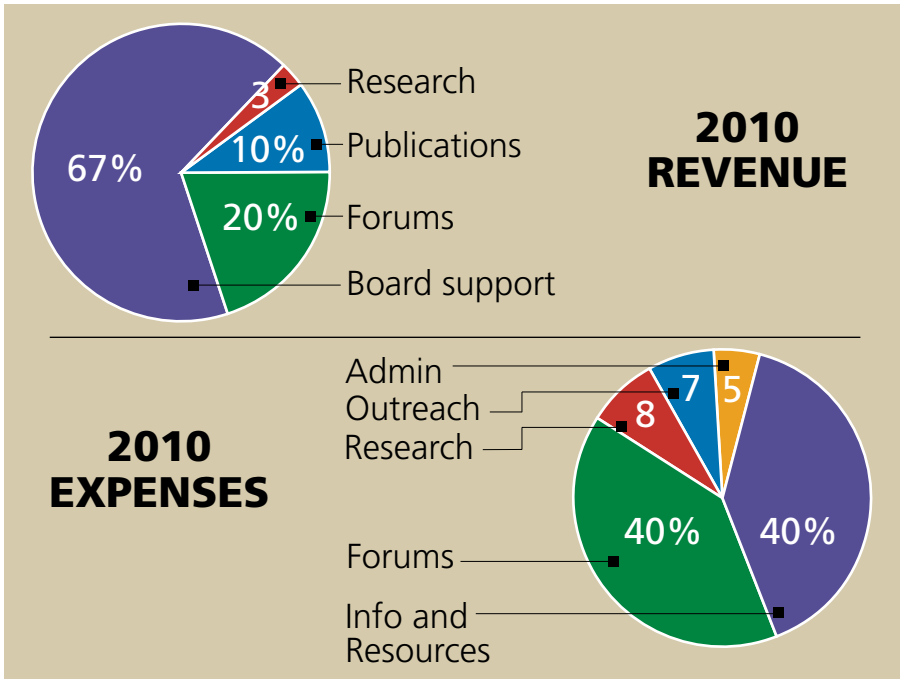
DEFINITION OF PERSON-CENTERED CARE FROM THE WHITE PAPER

While there is as yet no official definition of person-centered care, its supporters generally agree that it is defined as a comprehensive and on-going process of transforming an entity's culture and operation into a nurturing-empowering one that promotes purpose and meaning for elders and supports their well-being in a relationship-based, home environment.

The White Paper can be downloaded from the CEAL website at www.theceal.org

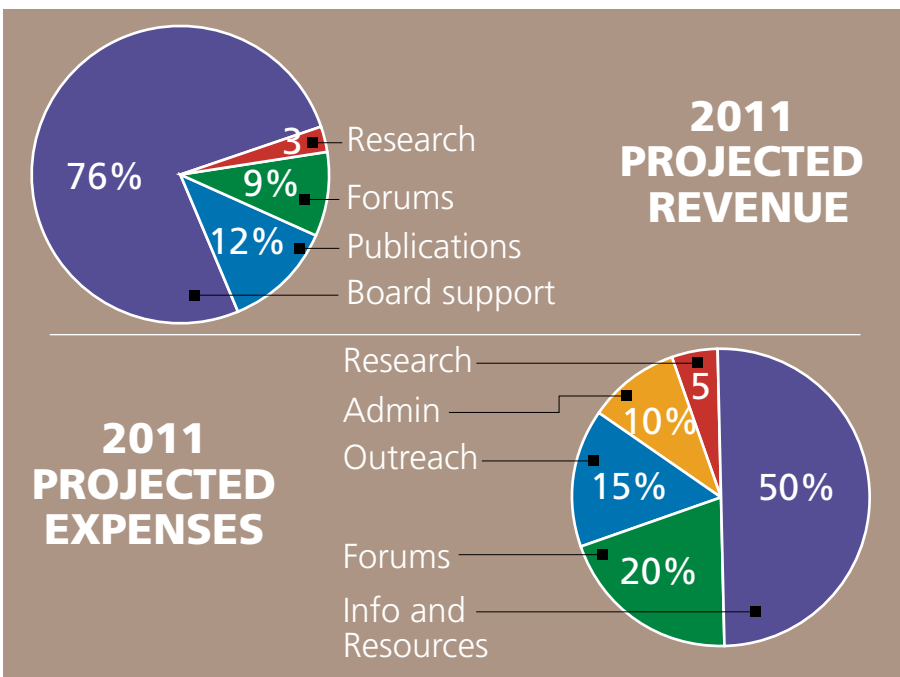
FINANCIAL

HIGHLIGHTS



CEAL board members share a common goal in supporting and sustaining the mission and operations of CEAL. Since CEAL was created in 2004, a large part of its budget annually has been from board contributions. In addition to the monetary contributions, board organizations have generously committed staff time and other in-kind resources.

CEAL receives outside funding for some of its research commitments and self-funds other projects. For example, CEAL self-funded its partnership with AHRQ in an initiative to create a national uniform consumer disclosure tool developed through consensus with a diversity of assisted living stakeholders. CEAL's 2011 projected expenses continue its tradition of maintaining low administrative overhead costs.



If you would like to support CEAL, please visit www.theceal.org and click on the **DONATE NOW** icon. **JUSTGIVE** provides a secure way to donate.



LOOKING AHEAD... 2011 GOALS AND OBJECTIVES

INFORMATION AND RESOURCES

- Host three CEAL Advisory Council meetings
- Manage the national CEAL Clearinghouse and continue expanding the library of resource materials
- 2011 partnership with *Geriatric Nursing* to publish six articles
- Launch a new information service to provide monthly E-news updates to the CEAL Advisory Council members and others interested in signing up for the service on CEAL's website
- In partnership with MED-PASS, create an Infection Control pocket guide for assisted living direct care staff

FORUMS AND OUTREACH

- Convene a gathering of invited experts to participate in developing a consensus on definitional elements for "community living" as it pertains to the Centers for Medicare and Medicaid Services' Medicaid HCB programs
- Participate in the Assisted Living Special Interest Group of the Gerontological Society of America's one-day pre-conference on improving the translation of gerontological research to better inform policy and practices
- Participate in a National Center for Health Statistics' invitational meeting entitled "National Survey of Long-Term Care Providers: Identifying and Prioritizing Data Needs"
- The CEAL-UNC Collaborative will have an article published in the *Journal of the American Geriatrics Society* titled "Medication Administration Errors in Assisted Living: Scope, Characteristics, and the Importance of Staff Training"

RESEARCH

- Partner with the University of North Carolina-Chapel Hill's Cecil G. Sheps Center for Health Services Research on several assisted living research proposals submitted to the National Institute on Aging



HISTORY

OF CEAL



- **CEAL** incorporated as a non-profit organization
Convened a Quality Summit entitled “Achieving Excellence”



- **Launched** CEAL’s Web site — www.theCEAL.org
Formed and began convening quarterly Advisory Council meetings
Hosted a symposium on affordability and published a White Paper
Partnered with UNC-Chapel Hill on community-based participatory research project



- **Convened** a Quality Summit titled “Assisted Living: The Next Generation”
Launched national Clearinghouse for the collection and dissemination of resources about all facets of assisted living



- **Began** publishing a CEAL Annual Report
Partnered with the US/DHHS Agency for Healthcare Research and Quality on a national consumer disclosure initiative



- **Expanded** resource materials on CEAL Clearinghouse including a focus on state-based assisted living information



- **Hosted** a symposium on medication management in assisted living and published a White Paper
Completed the CEAL–UNC Collaborative CBPR research project and developed a manual about CBPR
- **Celebrated** CEAL’s fifth anniversary with a reception honoring award winners from the newly created Promoting Excellence in Assisted Living Awards program
Partnered with the American Society of Consultant Pharmacists and MED-PASS to create a unique medication administration pocket guide for med techs



- **Conducted** four educational webinars
Collaborated with UNC-CH on the submission of a grant proposal to study person-centered elements in AL
Published a White Paper entitled “Person-Centered Care in Assisted Living: An Informational Guide”

2010 CEAL BOARD OF DIRECTORS


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formerly aahsa

Kathy Cameron, Vice Chair  **CCAL**

Rachelle Bernstecker, Treasurer  **American Seniors Housing Association**

Cathy Lieblich, Secretary  **Pioneer Network**


Jean Accius  **AARP™**
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Katie Maslow  **alzheimer's association**
the compassion to care, the leadership to conquer

Josh Allen  **AAENA**
American Assisted Living Nurses Association

Maribeth Bersani.....  **ALFA** Assisted Living Federation of America

Dave Kylo  **ncal**
National Center for Assisted Living

Robert Jenkins  **ncb**
capital impact

Fred Cowell  **PVA**
PARALYZED VETERANS OF AMERICA

Karen Love, President



CEAL BOARD OF DIRECTORS MEETING



CENTER FOR EXCELLENCE IN ASSISTED LIVING

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