With a continued focus on our mission to foster high quality assisted living by bringing together diverse stakeholders, the Center for Excellence in Assisted Living (CEAL) has had many significant accomplishments since it was founded in 2004. CEAL’s work capitalizes on the unique collaboration among the 11 national organizations that comprise CEAL.

Federal agencies increasingly recognize the value of CEAL in providing a diverse national perspective on assisted living issues. The National Center for Health Statistics asked to work with CEAL and individual CEAL board organizations in developing, conducting, and disseminating the 2010 National Survey of Residential Care Facilities, the first ever national assisted living data collection effort by a federal agency. The NCHS has once again tapped CEAL to aid in the next phase of the project; the National Survey of Long Term Care Providers.

CEAL submitted formal responses to several proposed federal rules and policies. This included comments submitted to the Centers for Medicare and Medicaid Services in response to proposed rules defining “community based” settings for the purposes of Medicaid waiver eligibility. With unanimous approval from the CEAL board, the comments emphasized the importance of increasing access to affordable, person-centered assisted living, specifically including that assisted living residents should only share a room if it is by their choosing and that states provide reasonable reimbursements to assisted living providers to support this practice.

CEAL and the University of North Carolina-Chapel Hill released a first-of-its-kind person-centered attributes and assisted living indicators developed and approved unanimously through an initiative funded by the generous support of The Commonwealth Fund. CEAL and UNC are continuing this important work around person-centeredness by developing and testing person-centered measures in assisted living. The results of this work, which will include tools to allow for the evaluation of person-centeredness in an assisted living community, will be disseminated in late 2013.

The library of tools created by CEAL to assist in delivering high quality assisted living care and services has been expanded to include the Infection Control Pocket Guide for Assisted Living Workers and Home Care Aides. CEAL convened an advisory group of assisted living providers, healthcare professionals, medical experts, and CDC representatives to create a guide that is both practical and provides the latest in infection control practices.

As we look forward to our 10-year anniversary coming in 2014, the CEAL board of directors is hopeful about our ability to maximize our unique collaborative efforts to foster access to high quality, affordable assisted living. Our work becomes even more important in the evolving health care environment as assisted living finds itself increasingly involved in the coordination and delivery of health care services.

Josh Allen, RN, C-AL
American Assisted Living Nurses Association
CEAL is a non-profit collaborative of 11 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
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. Brad Klitsch, representing Direct Supply, and Sheryl Zimmerman, representing the Gerontological Society of America’s Assisted Living Special Interest Group, are the Co-Chairs of the Advisory Council for 2012.

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 Administrators
American Medical Directors Association
American Society of Consultant Pharmacists
Compassion & Choices
CARF–CCAC
Gerontological Society of America
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 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, MSN, ARNP, NP-C, HealthSense, LLC
COLLABORATIONS

- **National Center for Health Statistics (NCHS)** — CEAL worked with this CDC agency on the development and dissemination strategy for assisted living on its 2012 biennial National Survey of Long Term Care Providers. This effort followed the successful collaboration begun in 2010 with NCHS on its National Survey of Residential Care Facilities.

- **Person-Centered Care Domains of Practice** — In 2011, CEAL board members along with invited experts developed the first-of-its-kind listing of person-centered attributes for general home and community-based services and specific assisted living indicators. This seminal information was provided to the Centers of Medicare and Medicaid Services (CMS) in response to its proposed rule to define “community-based” settings for Medicaid waiver eligibility in assisted Living. CEAL’s president and board members presented about this important effort at two national conferences during 2012 (American Society on Aging and the Gerontological Society of America).

- **Advisory Council Meetings** — The volunteer Advisory Council continues to meet three times each year in Washington, DC, in person or via conference call participation to discuss and examine current assisted living topics from a diverse stakeholder perspective. During 2012, topics for discussion included “Reframing Healthcare in Assisted Living,” “A National Dementia Initiative: Reframing to Person-Centered Care,” and a presentation of the findings from the 2010 National Survey of Residential Care Facilities.
RESEARCH

■ Person-Centered Assisted Living Attributes and Indicators — CEAL partnered with the University of North Carolina-Chapel Hill to identify and field test person-centered assisted living attributes and indicators. This is the second research project funded by the National Institute on Aging that CEAL and UNC-CH have collaborated on using the community-based participatory research methodology, which combines community members with researchers as partners.

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 1,000 items. The Clearinghouse is a free national resource CEAL maintains 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 agencies, exemplary practices, and training and educational materials.

THE CEAL CLEARINGHOUSE WEB SITE FOUND AT WWW.THECEAL.ORG
Person-centered values and practices have become accepted as the gold standard of care. Person-centered outcomes are a critical underpinning of all aspects of desired assisted living practices and care. CEAL’s board of directors recognized the need to create a theoretical and conceptual framework for person-centered care in assisted living to inform and serve as a guide to implementation of these practices. Through the generous support of a grant from The Commonwealth Fund, CEAL convened a diverse group of assisted living stakeholders to form consensus for an operational framework for person-centered assisted living and specific person-centered attributes and indicators.

A White Paper was developed, “Person-Centered Care in Assisted Living: An Informational Guide,” that details the theoretical and conceptual framework. CEAL’s report titled, “Person-Centered Care Domains of Practice: General Home and Community-Based Services Attributes and Assisted Living Indicators,” provides specific and measurable information about the attributes and indicators.

The domains of the operational framework of person-centered assisted living include:

- Person-centered core values of personhood, respect & dignity, autonomy, choice & independence, and privacy
- Relationships and a sense of belonging (community)
- Governance (ownership, board of directors)
- Leadership
- Workforce practices
- Meaningful life and engagement
- Services
- Environment
- Accountability

Both the White Paper and the report can be accessed on CEAL’s website:

www.theceal.org
CEAL board members share a common goal in supporting and sustaining the mission and operations of CEAL. Since CEAL was created in 2004, the majority of its budget annually has been from board member 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 projects 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 2013 projected expenses continue its tradition of maintaining low administrative overhead costs.

If you would like to support CEAL, please visit [www.theceal.org](http://www.theceal.org) and click on the DONATE NOW icon. JUSTGIVE provides a secure way to donate.
LOOKING AHEAD...
2013 GOALS AND OBJECTIVES

INFORMATION AND RESOURCES

• Due to increasing health acuity levels of residents and provisions within the Affordable Care Act, the landscape of healthcare in assisted living has seen significant changes with more on the horizon. CEAL plans to host a series of Roundtable events during 2013 to engage discussions with diverse stakeholders about the changing healthcare landscape.

RESEARCH

• Results from the “Assisted Living Person-Centered Attributes and Indicators” collaborative CEAL & UNC-CH research project should be ready by August 2013. CEAL and UNC-CH plan to present the findings at the Pioneer Network (August 2013) and Gerontological Society of America (November 2013) conferences. Results will also be accessible from CEAL’s website.

FORUMS AND OUTREACH

• Host three CEAL Advisory Council meetings during 2013.
• Serve on the Advisory Board and participate in a conference funded by the U.S. Agency for Healthcare Quality and Research. The conference, convened by the University of North Carolina-Chapel, will bring together a diverse group of stakeholders representing the research, practice, and policy sectors to discuss key issues about online public reporting of residential long term services and supports.

INFORMATION AND RESOURCES

• Manage the national CEAL Clearinghouse and continue expanding its library of resource materials. Since the library now contains over 1,000 items, subcategories will be developed for select topics this year to enhance the SEARCH feature.
### Significant Activities in CEAL’s History

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<th>Year</th>
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| 2004 | CEAL incorporated as a non-profit organization  
  *Convened* a Quality Summit entitled “Achieving Excellence” |
| 2005 | Launched CEAL’s Web site — www.theCEAL.org  
  *Hosted* a symposium on affordability and published a White Paper |
| 2006 | *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 |
| 2007 | *Began work* on an Agency for Healthcare Research and Quality effort to create a national consumer disclosure form |
| 2008 | *Hosted* an invitational symposium on medication management in assisted living and published a White Paper on the proceedings  
  *Completed* a 2-year collaborative research project with UNC-CH and published a manual about CBPR |
| 2009 | *Celebrated* CEAL’s fifth anniversary with a reception honoring award winners from “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 |
| 2010 | *Published* a White Paper entitled “Person-Centered Care in Assisted Living: An Informational Guide”  
  *Worked* with the National Center for Health Statistics on the development and dissemination strategy of its National Survey of Residential Care Facilities |
| 2011 | *Partnered* with MED-PASS to create an infection control pocket guide written specifically for direct care staff  
  *Began* a two-year collaborative research project with UNC-CH to identify person-centered attributes and indicators for assisted living |
| 2012 | *Worked* with the National Center for Health Statistics on the development and dissemination strategy for assisted living on its 2012 National Survey of Long Term Care Providers |
2012 CEAL BOARD OF DIRECTORS

OFFICERS

Josh Allen, Chair ............................................
Jackie Pinkowitz, Vice Chair .............................
Rachelle Bernstecker, Treasurer ........................
Cathy Lieblich, Secretary ...............................
CENTER FOR EXCELLENCE IN ASSISTED LIVING

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