

## Economy at the Heart of New York LTC Forum

Today's economic situation is affecting the way Americans look at everything. That goes for the way we pay for long-term care, too.

In October, AAHSA hosted a forum in New York City about payment for long-term care and its implications for the state. Many of the speakers discussed how the current crisis will make it difficult to get policy makers focused on this topic. Former Sen. Bob Kerrey (D-Neb.), president of The New School, even said it's unlikely that long-term care will be considered until there is a massive stimulus program to jump-start the economy and create jobs. Dropping state revenues and rising unemployment make this challenge even more difficult.

What's the secret to getting these issues back on the agenda? Connecting our cause to reality.

Pollster Mark Mellman described why he thinks this is possible. He shared data from two recent surveys regarding long-term care. It's no surprise Americans are more worried about the war in Iraq and the economy. What's interesting is that when voters discover that caregiving can be both a personal and political issue, their interest peaks. Voters across the socioeconomic spectrum and political party lines want leaders who will develop policies that promote choice, fairness and responsibility. Simply put, they want leaders who will make it affordable to care.

Don't let caregivers' challenges go unheard. Contact Doug Pace at (202) 508-9454 or [dpace@aaahsa.org](mailto:dpace@aaahsa.org) and join us in our fight to make transforming long-term care financing a priority for our policy makers.

## Aging Revolution Summit Frames, Discusses the Future

A month before the New York City forum and 100 miles away, Wesley Enhanced Living hosted its second annual Aging Revolution Summit in Philadelphia. The summit brought together thought leaders in government, business and academia to discuss and debate issues related to the future of aging services.

Notable attendees included actor and former Sen. Fred Thompson; Mark McClellan, former administrator for the Centers for Medicare and Medicaid Services and now senior fellow and director of the Engelberg Center for Healthcare Reform; and David Walker, former U.S. Comptroller General and now president and CEO of The Peter G. Peterson Foundation.

The opening forum was moderated by journalist Margaret Carlson, chief political correspondent for *Bloomberg News* and Washington editor of *The Week*.

Thompson gave a luncheon address about his career and the need for Americans to plan wisely for retirement while continuing to take on new challenges as they age. McClellan's remarks concerned the types of political leadership needed in the next administration and how problems must be faced more honestly. Walker gave a powerful talk about the financial crisis and how the status quo is endangering the survival of entitlement programs for future generations. He urged Americans to



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Former Sen. Bob Kerrey addressed the forum with remarks about the political prospects of long-term care financing reform, in light of the current state of the economy.

demand more responsible fiscal policies from politicians.

The summit's 350 attendees, 75 percent of whom work in senior housing and health care, heard about and discussed the economy, strained entitlement programs, the challenges of longevity, new and existing models of senior health and housing services, and ways to support overstressed family caregivers.

For more on Wesley Enhanced Living's Aging Revolution Summit, visit [www.wesleyenhancedliving.org](http://www.wesleyenhancedliving.org).

## Tour Personifies Power of Community

The community tours at the AAHSA Annual Meeting & Exposition aren't just about buildings and campuses. They allow conference-goers to discover how other senior-living providers are evolving to meet the needs of the people and communities they serve.

Take this story from a tour of the 58th Street Presbyterian Home, part of Presby's Inspired Life. Based in the heart of Philadelphia, this organization provides housing and services to nearly 300 low-income seniors. A group of AAHSA members toured the organization, met with residents and learned about the organization's various initiatives, including The 58th Street Campus Beautification Project. The organization is currently raising \$250,000 to build a therapeutic outdoor garden and gazebo for its residents. The tour participants decided they couldn't just hear about the program. They needed to help make it happen. That's why they took up a collection and bought a brick for the pathway that will link the building to the gardens. Their gift symbolizes the value in helping one another fulfill our shared mission: to create the future of aging services.

## Calling All Aging-Services Experts!

Your friend's mother needs help finding a retirement community. A fellow PTA member wants to know what to look for in a home health agency. Whom do they call? You.


As a provider, you're seen as an expert on the care and services older adults need in your community. Now, AAHSA is offering you the chance to share your expertise with the world.

AAHSA is giving the consumer section of our Web site a makeover to help our consumer users learn about aging services and the not-for-profit difference in the field. What better way to achieve this goal than by giving them access to the expertise of our members?

We need your help. We're looking for members who are willing to answer questions and share ideas about finding the right aging services for consumers and their loved ones. These questions include:

- Help! My mom broke her hip and is moving into a nursing home while she recovers. What is the most important question I need to ask on a tour?
- What are the top five signs of a high-quality adult day center?
- My dad's having trouble walking and forgot to take his diabetes medication last week. What services can help him stay at home?

We're also looking for members to share what they have learned from their caregiving experiences with family and friends.

Do you have advice to share? Visit <http://surveys.aahsa.org/EFM/wsb.dll/s/30g167> to submit your information online, or contact Sarah Mashburn at (202) 508-9492 or [smashburn@aaahsa.org](mailto:smashburn@aaahsa.org). 

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