

# News Communicator



A CommuniCare Health Services Newsletter Publication

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## From the Desk of Steve Rosedale...



For many years we have had a simple philosophy of care, i.e. “reach out with your heart to touch another heart.” Our goal is to create “Caring Communities” where people care for and about each other. We’re ready to take the concept to the next level. We have been researching many different facilities who have similar “social models” of care as opposed to medical models. The primary component upon which we all agree is that each resident is a whole human being, with connections to family, work, community, and friends. Those connections give meaning to their lives. The aging process diminishes those connections and when they move to a nursing home they are often severed with all the trauma that results. In a Caring Community, we are careful to maintain and enhance those connections.

A Caring Community heals and supports. It is structured as an integration of services designed to care for the resident as a total person. *Our goal this year is to further define how a facility becomes a caring community in order to maximize the ability for each of our residents to live quality lives and to help them “count each day as precious.”*

### “WOW Food Pyramid: Steps to a Healthier You”

The U.S. Department of Agriculture released a new food pyramid, with more specific advice on portion sizes and calories. Part of the new food guidance system also will help people get individually tailored nutrition and exercise advice.



Go to [www.mypyramid.gov](http://www.mypyramid.gov) to find out more.

## Focus On...

### “What It Is To Be A GREAT Leader”

By Kena Minnick, President and COO

**M**y 25 year old daughter, Jessica, has worked at Clifton as an Activity Aide for around six months and about a month ago, she got a new boss. I'm proud of Jessica because she loves the residents and especially those more challenging to love. But I must say I would not want to be my daughter's boss. She is passionate; opinionated; headstrong; rebellious against authority that she doesn't respect; a fighter for her beliefs; a rather high-maintenance employee. She is also a beautiful, blue-eyed love of a young woman who breaks rules to help people. As I said, a high-maintenance employee and I know about the apple not falling far from the tree...I wouldn't want to be my boss either, but that is another story.

Jessica talks fast and excitedly and all I do is listen. And here is what she said about her new boss: “I love my boss you know, I'd do anything for a Great boss”. And when I asked her to explain what he did, she continued . . . “He is excited about his job; he actually does the activities; he lets you have your own ideas or pet projects like my Red Hat Club; he gives us more stuff to do – jobs he duties out (delegates) but he teaches us the work and checks it; he fixes problems; he makes us stay organized; he laughs but makes everyone work hard and treats us the same with no favorites; he shows he cares about the residents... He is a great boss.”

His name is Stephen Leonard and I can tell you that winning my daughter's respect and loyalty is pretty impressive.

A great boss gains the respect of his or her staff not by the position they hold but by their actions. This is a critical point in leadership. I always state, if a boss must use the power of their position to rule the masses – they actually lose their power and, long term, they fail as leaders. Hence, why Walking the Talk; being honest; open minded; being teachable; loyal; being responsible for results; being responsive to those you lead...these things – our Values truly determine one's effectiveness as a leader.

We have Great and World Class leaders at CommuniCare, along with Stephen Leonard, and that, my friends, makes all the difference to our company, employees and most importantly, our residents and families.

Thanks Stephen!

## JUNE

**5th - Cancer Survivor's Day**  
- [www.cancer.org](http://www.cancer.org)

**6th - D Day Normandy 1944**

**9th - 16th - Nursing Assistants' Day and Week**

**13th-19th - National Men's Health Week**

**14th - Flag Day**

**19th - Father's Day**

**19th - Prostate Cancer Awareness Day -**  
[www.cancer.org](http://www.cancer.org)

**21st - Summer Begins**

**26th - July 2nd Helen Keller Deaf-Blind Awareness Week**  
[www.helenkeller.org](http://www.helenkeller.org)

**National Safety Month -**  
[www.nsc.org](http://www.nsc.org)

*Calendar of Events*

**JULY**

**4th - Independence Day**

**10th - 16th - National  
Therapeutic  
Recreation Week**  
*www.nrpa.org*

**18th - Dental Awareness  
Day**  
*call the National  
Dental Hotline with  
questions about oral  
health 800-SMILE33*

*20th - First Manned Moon  
Landing in 1969*

**21st - 24th - National  
Nurses In Staff  
Development Days**  
*www.nnsdo.org*

**25th - National Parent's Day**  
*www.parentsday.com*

*28th - World War I Began  
in 1914*

## Hot Topics

### “HIP HIP, HIPAA!! We Are Ready”

*By Jahan Ketabchi, VP of Information Technology*

Once again, another HIPAA rule went into effect on April 21, 2005. This time it was the HIPAA Security Rule. What is it and how to comply with it? Many US organizations must comply with the Health Insurance Portability and Accountability ACT (HIPAA). The overall purpose of the act is to enable better access to health insurance, reduce fraud and abuse, and lower the overall cost of health care in the U.S.

The Security Rule is one of the main parts of HIPAA. The rule applies to Electronic Protected Health Information (EPHI), which is individually identifiable health information. This information relates to an individual's: past, present, or future physical or mental health or condition; provision of health care; and past, present, or future payment for provision of health care

As a health care provider, we are considered a Covered Entity and must comply with these rules. The primary objective of the Security Rule is to protect the confidentiality, integrity, and availability of EPHI when it is stored, maintained, or transmitted. Covered Entities must maintain reasonable and appropriate administrative, physical and technical safeguards to protect EPHI against any reasonably anticipated risks.

For the past 8 years, CommuniCare has had an IT policy in place and it currently complies with the HIPAA's Privacy and Security Rules. In conjunction with our software and hardware vendors, CommuniCare has put in all the safeguards to protect EPHI. That is why we are such sticklers on authorization forms, passwords and overall computer security.

However, even with all of these safeguards in place, the process cannot work if the policies and procedures are not followed by our employees. I have to thank and recognize Mary Meiser's excellent work in putting together a pamphlet about this rule and along with the Education Liaisons, the training class to go with it. Every employee is required to either attend this course or at least read the pamphlet. Either way, a simple test is taken by each employee to show that this material has been covered with him/her. Administrators, please make sure that all of your employees have either attended this class or have read the material.

To enforce the entire act, on April 18, 2005, the Department of Health and Human Services published a proposal for enforcing the rules, which proposes the bases and procedures for imposing civil money penalties on covered entities that violate any of the HIPAA rules.

Please contact your Educational Liaison if you have any questions with regards to the HIPAA.

## Up Close

### “New Attitude...The Annual Meeting From A Newcomer’s Prospective”

By Barb Daily, Regional Director of Marketing

For many of us at CommuniCare the Annual meeting was a first time experience. I, like many others, didn't know what to expect. The comments varied. Some employees suggested that they had never experienced anything like the magnitude of the event. Most were significantly motivated by the “New Attitude” and rhythm theme. It was well orchestrated and the extent of the effort by the buildings and corporate office was evident. The theme began with the concept of the “roots” of the company beginning with a look back to Harris Rosedale, Steve Rosedale's father, and his life's vision to create centers devoted to providing compassionate care for seniors, carried through by Steve and his family. Kena brought to us the resonating message of New Attitude and the exciting future goals of the company. There was an ongoing sense of cohesiveness and “family” feeling. The newcomers to CommuniCare were embraced like they had always been members of the family.

And then the fun began...watching the ladies from the Cleveland buildings with dance steps that were finely choreographed; Ike and Tina at their finest; dancing nuns; the corporate/regional men who successfully danced in their heels and dresses, while the real "women" danced in perfect unison with the accompaniment of the Chix with Stix led by Diane Cramer, and Tammy Weis's sultry voice; the facility slide shows that brought us to tears reminding us of our residents and the reason we do what we do from day to day; and the “Booty Call” with Steve Rosedale adding his professional flair. Then there were the edgy costumes...there were rock and roll, gothic, and geriatric costumes, and many more. The music blared and the beat continued. It was a day to remember!

As I sat in front of my mirror the evening after the presentations, I began to remove my over-the-edge dark make-up, removed the lengthy brown hairpiece, tore off the leather studded wrist bands, laid down the chains, folded up my black “New Attitude” tee-shirt and black vinyl pants to transform back to my real persona. I, like many others reflected back through the day. This annual meeting was much more than we ever expected. It was a great day...a fun day filled with inspiration and a goal to be a part of the machine. It further motivated us to help catapult CommuniCare to new levels beyond what we and those before us have built as a solid foundation. I felt the “New Attitude” as did hundred of others. The excitement is there and the message is firm...we, both old and new to this company, are one and headed in a great direction together...we're World Class and for those who don't know us yet...*We Will Rock You!!!*



## Pebble Creek

### “Pebble Creek Hosts Senator Coughlin”

By Jim Egli, Administrator

On April 18th, Senator Kevin Coughlin visited Pebble Creek to discuss the proposed Medicaid funding cuts. At the meeting, which was attended by many families, staff and regional personnel we explained to him how these cuts would have a traumatic and financial impact on Pebble Creek. I also shared with him how the previous two years of cuts affected our facility and especially the impact it had on our staff members. I also gave him examples of capital improvement items that we have had to forgo, delay and how the survey process has had an impact on our capital expenditures, i.e., exit walkways.

Marilyn Snyder, RDCM, informed the Senator that our corporation would never want to sacrifice care and treatment needs for our frail population, so once again we are faced with where will these cuts come from?

We also stated to Senator Coughlin that the acuity level of the residents that we are admitting from the hospitals continues to increase yet our funding from Medicaid is decreasing.

The Senator was given a tour by Jen Hoover, DON, Cari Templeton, Director of Admissions and Marilyn Snyder, of Pebble Creek; they made it a point to show him 4 or 5 residents with the highest acuity and explained to him how the case-mix score relates to our reimbursement. Prior to his

visit and tour we contacted the family members of these residents, not only for their permission to discuss their background and care needs, but to see if they wanted to be here to meet the Senator. Several of the family members were in their resident's room and spoke with him and expressed their concerns regarding the funding cuts.

Although Senator Coughlin was sympathetic with our concerns he was not very encouraging when it came to H.B. 66 and long-term care funding cuts. He stated there is not enough money to go around and long-term care will again have to bear some of the burden!

As I mentioned in my closing remarks to the Senator and to those at the meeting, it is imperative that we send letters, make phone calls to our State Representatives, Senators and encourage staff and families alike. ***We owe this to our residents!***

## Also at Pebble Creek...

### “Pebble Creek In Beacons Best Top 10”

By Jim Egli, Administrator and Jennifer Butler Hoover, DON

Pebble Creek Senior Care Residence was ranked 4th among all of the nursing facilities in Summit, Stark, Portage, Wayne and Medina counties. This was determined by a poll conducted by the Akron Beacon Journal newspaper with the results listed in their paper. As a result, Pebble will be awarded a plaque for our lobby, an ad in the Sunday paper for June and July, rights to the Beacon's Best logo for a full year, an advertisement on their CD for the 2005 Discover Akron community guide, online visibility on Ohio.com's local shopping channel and a list of the readers who voted for us.

We would like to thank all of our staff, our Regional Team and the entire CommuniCare family for all you help and support.