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Mission Statement



MADSA President Laura Philbrook shares ADS concerns with Senator Paul Koering of Brainerd in front of the "Ask Me About My Day" displays. Koering is a member of the Senate Health and Human Services Budget Division.

Ask Me about My Day Legislators respond to questions

MADSA held it's first "Ask Me About My Day" at the State Capitol on February 9, . As you know, Adult Day Services are very unrecognized and underutilized in Minnesota. Our goal was to raise the awareness of elected officials regarding Adult Day Services as a cost effective, positive solution in the continuum of care for the elderly.

Talk about the effective teamwork of a talented group! Iris Freeman guided the Governmental Affairs Committee in launching the event. Joanne Bartel worked out arrangements with the Capitol for space and display. MADSA members and family caregivers submitted wonderful stories regarding the positive impact of ADS on older adults and their family caregivers. NancyLee Dahlin and Theresa Skillrud teamed up to create amazing picture posters to display the stories on easels in the Great Hall of the capitol. Laura Philbrook hosted an "Ask Me About My Day" button-making meeting. Other members of the Government Affairs Committee, including Lynne Zimmerman, Joyce Mcintosh, Nancy Schafer and Scott Saffert pitched in on the planning in any way they could.

We thank those MADSA members, adult day services clients and families and staff who came to the Capitol. The impact of having consumers and family caregivers

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MADSA President in Washington D.C.

Presents Minnesota ADS concerns regarding Medicaid cuts

Laura Philbrook, MADSA president, recently joined Minnesota Health and Housing Alliance members, in meeting with Minnesota legislative staff in Washington, D.C. The purpose of the April 3-6 trip was to share concerns about the proposed three percent cut in Medicaid funding.

Medicaid covers the cost of essential health services for the frailest and most vulnerable older Americans and people with disabilities. Approximately 66% of nursing home residents have their care covered by the program, as do 35% of those receiving home and community-based services and a large percentage of senior housing

residents. If they were to lose this coverage, they would have few other resources to obtain the care they need, according to the American Association of Homes and Services for the Aging (AAHSA).

“This was the first combined effort by the National Adult Day Services Association (NADSA) and AAHSA to address legislative issues,” Laura said. “Most of those participating were from larger organizations and represented the nursing home perspective. I was there to remind them that Medicaid cuts will also affect community based-services.”

While visiting with about 20 members of the legislative staff,

Laura informed them of how the cuts will affect adult day services in Minnesota—“if there are cuts in Medicaid then many adult day services programs will have to close. You can’t have the same services, same staff and same quality expectations for less money,” Laura said.

“It was an excellent opportunity for MADSA to be involved and to make connections with others working in housing and services for the aging,” Laura said. “The fact that it was 75 degrees, sunny and the cherry blossoms were blooming only enhanced the trip!”

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present to talk to legislators who came to the event was most powerful. We want to express our heartfelt “thanks” to the program staff, participants and families. It took much effort to transport and supervise consumers at the Capitol while making sure bases were covered at home programs.

MADSA will continue to build public recognition within the state of Minnesota about the benefits of Adult Day Services. It’s a big undertaking and more volunteers from the membership are needed to support the effort. Those interested in contributing their talents may contact Laura Philbrook. Do any of us really have time for this? “No.” Can we afford to not do this? “No.” But the work is rewarding and even fun!



Media interest

Right: Laura Philbrook, AlterCare director, and Joyce McIntosh, CareBreak Adult Day Program director, look on as a TPT staffer interviews family caregiver, Linda Romeo, from AlterCare, St. Louis, Park, at the Ask Me about My Day event at the capital.

MADSA Marketing Program funded by Andersen Foundation and Otto Bremer Foundation

The Minnesota Adult Day Services Association received two grants to create a marketing program for adult day service (ADS) programs throughout Minnesota. The goal is to educate seniors and their families about the cost-effective service and to build self-sufficient ADS programs that rely less on county and state funding.

The Andersen Foundation and The Otto Bremer Foundation pledged support with a grants for the project.

We presented the new Do It Yourself Marketing Plan at the MADSA annual educational conference in January and each ADS program director had the opportunity to ask questions and learn more details on

how it will work for them. The goal is for each ADS program to adapt materials to their specific needs.

Through our new marketing program directors will learn skills and be given resources to help them evaluate their services and market their programs to those who would benefit.

Since most ADS programs rely on their directors to do marketing as well as all their other duties, it is often neglected because of time, budget and expertise. The marketing program will try to address these issues by asking directors to devote a limited amount of time each month to work on improving their

marketing and ultimately increase the number of clients.

We contracted with Theresa Skillrud, a public relations and marketing professional with experience in adult day services marketing to develop a program that can be customize to meet each ADS center's needs and offer feedback to the centers as requested.

Many program directors have resources available, but don't always take the time to locate them and use them. With the ongoing e-mail program, we hope to keep marketing in front them and in an easy to follow format. With the option for feedback on their efforts, they will have more confidence in their marketing.

Medicare Demonstration Project Update

After years of effort, spearheaded by the National Adult Day Services Association (NADSA), Medicare payment for Adult Day Services is closer to reality. The Medicare Prescription Drug, Improvement and Modernization Act of 2003 has been passed by the House and the Senate and is supported by the President. As part of this Act, a "Demonstration Project for Medical Adult Day-Care Services" will be established by the Secretary of the US Department of Health & Human Services (Secretary). This demonstration project will permit a home health agency, directly or under arrangement with a medical adult day facility to provide medical adult day services as a substitute for home health services that would otherwise be provided in a beneficiary's home. Only Medicare beneficiaries that have home health services prescribed by a physician are eligible.

The ADS demonstration project will provide CMS with the data needed to evaluate the efficacy and cost effectiveness of adult day services as a substitute option for home health care services. The demonstration project will last three years, with an evaluation at the end. Medicare beneficiary participation will be voluntary and will be conducted in no more than five sites in states selected by the Secretary, that license or certify adult day services providers. The outcome of the data derived from the demonstration project will result in recommendations regarding the extension, expansion, or termination of Medicare coverage for adult day services.

Since the time of the passage of the MMA, NADSA has been working closely with the Research and Demonstration Division of CMS.

Below are the highlights of the information that has been shared thus far:

- CMS indicates that up to five sites will be selected in each selected state. However, the word "site" means "home health agency," not "adult day services provider."
- Each site can have contractual arrangements with multiple adult day services providers.
- In order to be eligible for the demonstration, a Medicare beneficiary must be a current recipient of home health services and be enrolled in an adult day program.

For additional information visit the NADSA website:
http://www.nadsa.org/Issue_Briefs/Medicare_Update.htm.

Past MADSA president honored

The Dakota County Board of Commissioners established an Achievement Award for Promoting the Health of the Public to recognize and honor the contributions of citizens in Dakota County who devote their time, energy and talents in their communities. The 2005 Individual award was presented to Lynne Zimmerman, past MADSA president, on April 5.

Lynne is the founder and president of Common Sense Services for Seniors, in South St. Paul. Common Sense Services include an adult day center; homemaking, and personal care assistance. Recently Common Sense received grants from the Bigelow Foundation, the Bremer Foundation, the Mardag Foundation and the St. Paul Foundation to develop a therapeutic support center within the adult day program that will offer rehabilitation evaluations, treatments and consultations scheduled in concise units of time throughout the day.



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MADSA is a non-profit organization that supports and promotes adult day services as a viable care option to meet the needs of seniors and disabled adults. We provide a framework to help MN Adult Day Service Providers work together effectively.