

**September 2004**

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## **“Gee, I’m Really Not a Political Person.”**

### **Advocating for Day Services during Election Season**

On November 2, 2004, Minnesota voters will elect 134 members of the Minnesota Legislature and eight representatives to the U.S. Congress. The Presidential Election may get the most media attention, but the impact of these decisions is much wider for people who care about day services. Every one of the winners will have an opportunity to set a policy direction or cast a vote that influences the availability, financial stability, and quality of Adult Day Services.

**The work we do to elect people who understand our mission reduces the work we have to do later to educate lawmakers who are unfamiliar with the services, workers, the people served, their family situations, and the economy of community services.**

- Do some homework. Learn about the background and priorities of people running for offices in your area.
- Communicate with candidates about the value of day services and the needs at your center. You can call or write or e-mail. Candidates want to hear from people in their area. Tell them what is important to you.
- Write a letter about day services to the editor at your local newspaper. Candidates keep close watch on the opinions in those letters.
- Remember, that as a tax-exempt, not-for-profit organization, MADSA cannot take sides in an election or do anything to favor one candidate over another. But as an individual citizen, you have the opportunity and right to support candidates and work on their campaigns.
- By all means, VOTE on Election Day, November 2, 2004. Every year, there are elections won on the slimmest of margins, a handful of votes. You can make the difference.

## **MADSA Annual Education Conference set**

Mark your calendars for the MADSA annual conference: Saturday, January 29, 2005, 7:30 a.m.-4 p.m. at the Embassy Suites Airport, Bloomington, Minnesota. We plan to have a national speaker and will focus on marketing services to seniors as well as customer service and programming. Our breakout sessions will be two tracks, one for management and the other for line staff.

An improvement this year will be our Information Fair. We’ve moved it to a larger area across the hall from the meeting rooms and registration area. This is also where the continental breakfast will be served through registration and the morning breaks. Our attendees and vendors will have more room to visit and enjoy some refreshments.

For information on how to be a sponsor for the conference or to reserve at table at the information fair e-mail: [madsa2003@yahoo.com](mailto:madsa2003@yahoo.com)

# 2004 Legislative Session

## Celebrating MADSA's Achievements and Moving Ahead

The 2004 Minnesota Legislative Session was nobody's crowning achievement. But it was an opportunity for MADSA leaders to publicize priorities, weigh in on the state budget, counteract legislation that posed risks for members and their clients, and build good working relationships with people in state government. Steady work of this kind creates the foundation for victory parties in the future.

### Advocacy as Mission

To guide our action in 2004 and the future, MADSA's Board of Directors adopted these principles, recommended by the Governmental Affairs Committee, as the overarching purposes for legislative advocacy.

- To influence public sector decisions that affect access to quality adult day services throughout Minnesota
- To undertake public policy initiatives to improve the quality, availability, and funding for adult day services in Minnesota
- To develop the advocacy capacity of consumers, families and providers associated with adult day services
- To work cooperatively with other organizations on mutual public policy interests

### Goals for Action in the 2004-05 MN Legislative Session

Next, MADSA identified key issues for the upcoming 2004 session. With a short schedule for the session, a shaky state economy, and

a small group of active volunteer advocates, priorities were limited.

- Monitor and respond to Department of Human Services rulemaking on Adult Day Services in foster homes.
- Monitor and respond to client eligibility issues in the Minnesota Medicaid Waiver programs that may arise in the 2004 state legislative session.
- Monitor and respond to Adult Day Services rate and reimbursement issues that may arise in the 2004 state legislative session.

Prior to the session opening, MADSA leaders worked with Department of Human Services (DHS) staff to assure that the proposed changes made sense. Later on, MADSA leaders identified consumer protection issues in a legislative proposal that would have cleared the way for additional unlicensed day services in adult foster care. Advocacy with individual legislators as well as with DHS staff led to compromise language that satisfied MADSA's concerns about standards and oversight in Family Adult Day Services. Lynne Zimmerman plugged away, from Committee member to Committee member, with DHS staff and legislative staff. With Joyce McIntosh and Laura Philbrook working hard at the Capitol too, MADSA made a confusing issue clear and lent support to a workable compromise.

There were opportunities, ultimately unrealized this session, to restore Alternative Care Grant (ACG)

funding to the ground rules that existed before 2003. Changes made in 2003, notably the imposition of liens on the homes of people who receive ACG services, had turned people in need away from day services. DHS data provided the numbers of people who dropped their ACG services or who had begun to apply but gave up. No one quite had a count of people who were frightened off before applying. Again, Lynne Zimmerman gave stirring testimony to the Senate Health and Family Security Committee, with vignettes of real people who had lost real day services because of a really bad public policy decision made in 2003. There was strong support in the Minnesota Senate to reverse that decision. There were champions with mixed support in the Minnesota House of Representatives. Despite the effort, no change was made.

As for the third priority, the failure of legislators to reach any agreement on supplemental budget issues this year meant that continuing care provider rates saw no change. Sighs of relief can be heard that the Governor's proposal for rate cuts went nowhere, but a House proposal to restore a portion of the 2003 continuing care provider rate cuts was also unfinished business. Nancy Schaefer's testimony at a House budget hearing did a very good job of illustrating the cost-effectiveness of day services and the growing diversity of the clients served. The "budget bill that might have been" also might have carried a Senate proposal that extended state scholarship funds to workers in

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## What is PACE?

The Program of All-inclusive Care for the Elderly (PACE) model centers around the belief that it is better for the well-being of seniors with chronic care needs and their families to be served in the community whenever possible. Adult day services is at the center of this model. Started in 1970s at the On Lok Senior Health Services, San Francisco, CA., today there are over 43 centers nation wide providing all needed medical and supportive services. The programs are able to provide the entire continuum of care and services to seniors with chronic care needs while maintaining their independence in their homes for as long as possible. PACE is the only federally qualified provider-type, which fully integrates Medicare and Medicaid services into one seamless service package for benefits.

The Federal government will be expanding the PACE network and hopefully in Minnesota. The National PACE Association conducted a marketing assessment and identified two regions that could support PACE program development in Minnesota: the seven-county Twin Cities metropolitan area, and the 11-county Rochester area.

Although this is a new venture for Minnesota, it is not the first integrated health care programs for seniors. The Minnesota Senior Health Options Program (MSHO) has been operating in the metropolitan area the past seven years. While it is similar to PACE, there are differences:

- PACE serves Medicaid and dually eligible seniors age 55+ while MSHO serves 65+
- Both combine Medicare and Medicaid funds and services, but PACE cares for private pay

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## “I Care; Therefore, I Advocate”

### Legislative Advocacy Training for MADSA Members

Wednesday, November 10, 2004

9 – 11 a.m.

In person at the Dakota County Government Center  
Videoconference locations in 28 Minnesota cities. Visit our website for addresses: [www.madsa.org](http://www.madsa.org)

**Trainer: Iris C. Freeman, *Advocacy Strategy***

Caring is the top qualification for being a good advocate at the legislature. Caring plus advocacy know-how make a powerful combination. If you want to be a MADSA advocate but don't know how to start, this session will get you going. If you have a general idea of the legislative terrain, this session will give you new information and tools. If you need to brush up your skills, this session will show you how. For everyone, the trainer will assess the impact of the 2004 elections and preview action in the 2005 Minnesota legislature.

MADSA has a goal for improving our overall effectiveness in St. Paul. We are aiming to have 50 active volunteer advocates next year. Our goal, “50 in '05,” means that MADSA will be more prominent. “50 in '05” means that legislators will become aware of the human and economic values of Adult Day Services.

Legislative Advocacy Training will include presentation, discussion, and handouts on these topics.

- How Lawmakers' Decisions Affect Your Mission
- Key Public Policy Issues for MADSA Members
- Impact of the 2004 Elections and the Economy on the Upcoming MN Legislative Session
- The Process: How and When Things Happen in St. Paul
- Mobilizing MADSA for Action on Priorities
- How to Stay Informed and Respond to Opportunities

For more information contact [madsa2003@yahoo.com](mailto:madsa2003@yahoo.com).

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community services. Currently those scholarship funds are restricted to nursing home workers. MADSA has long been an advocate for scholarship funds for its workers.

It is easy, in the face of so many unrealized possibilities, to become frustrated or trivialize the advocacy efforts and ask, “What's the use?”. In fact, the 2004 legislative session was worthwhile in the cause of day services. MADSA's leadership set

priorities and worked on them consistently. They took the opportunities that arose and collected information for the future. Most important, they built important relationships in state government. Those are the achievements that make future initiatives and collaborations realistic. Some advocates even find the process fun. And lest there be any misunderstanding, it takes a lot of advocates to press an important agenda. Join in!

## What is PACE continued from page 3

- seniors: MSHO does not.
- PACE is a full risk for unlimited nursing home care while MSHO is limited generally to 180 days of nursing home care.
- PACE sponsors are primarily providers, while health plans are the sponsor of MSHO.
- PACE has permanent Medicare provider status: MSHO continues to be a demonstration.

This is a major opportunity for adult day programs and seniors in our state. PACE shows that we can be a major player in the continuum of care. But to be that major player we must educate ourselves on the importance of this issue. We must be part of the conversation. Already there are those who want to reinvent PACE in Minnesota and distance themselves from using adult day services. We must become proactive instead of reactive. That is the creed

of our care for our participants, why not do the same for our industry?

Here are some more reasons to be interested:

- The state of Minnesota is seeing the legitimacy of our programs. We are part of the system in PACE, not a bystander. Adult Day programs are the hub of PACE.
- It is something we do everyday – except *we* lose our participants when they go to the hospital or transitional care, etc. We know our participants better, yet it is hard to get the other services to hear us and sometimes when they do it is too late and we lose the participant completely. In PACE the team will make the decisions of care at all levels. The whole essence of the program is the need to keep communication

flowing between all services in order to provide the best service to our seniors that are at risk.

- Compared to adult day programs, PACE centers are financially secured. Historically they make up any start-up loss in the second year. That is remarkable compared to eight years for the average adult day program.
- One more reason MADSA members should be interested in this development is that a new organization can come into your community and start up a center that will be in competition with yours. Are you prepared for that?

For more information about PACE contact John Selstad, Minnesota Department of Human Services, 651-297-3462, [john.selstad@state.mn.us](mailto:john.selstad@state.mn.us).



### Mission Statement

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.