



## Florida Association of Aging Services Providers e-Newsletter

Volume 40: March/April 2014

Sponsor: Florida Adult Day Services Association

Guest Editor: Mark Cornett, Florida Adult Day Services Association

### Table of Contents

<i>Presidents Message</i>	1-2
<i>Association Collaborations</i>	3
<i>Big Changes in Store for Marion Transit Users</i>	4
<i>MMA Update</i>	5
<i>Health and Human Services</i>	6
<i>No Cost Vaccine</i>	7
<i>Minotty Eye Foundation Award</i>	8
<i>Resources</i>	9
<i>Social Media Links</i>	10
<i>Sponsor Spotlight</i>	11

### THIS ISSUE SPONSORED BY:



### Message from the President

*by John Clark, Council on Aging of West Florida, Inc.*

#### Working Together for a Common Purpose

How many of you remember the M & A (Mergers and Acquisitions) craze? For several years it was the thing for many businesses and nonprofits. It was seen as a way to combine resources and strengthen our “business model.” More often than not it was the big guy on the block absorbing the little guy.

I mean let’s face it; someone will always have to be in charge! There are very few completely equal partnerships. It is usually a case of the golden rule—the person who has all the gold (or most of it) makes the rule.

While we still read about big business acquiring other companies, it always seems

to be a hostile “thing.” But for the most part, in the nonprofit world, you hear little about M & A. It almost seems to have gone the way of “zero based budgeting.” Remember that?

However, for those of us in the nonprofit world and, in particular, the aging network, we really need to be willing to form alliances, partnerships, or whatever you want to call it, to fulfill our mission; serving elders.

These alliances and partnerships can take many forms, be formal or informal, and need not mean that an agency has to give up its core mission or identity. In many cases, these relationships form to work on areas of mutual concern.



*Continued on Page 2*

In a way, FASP, while an association responsible to its membership, is also an alliance and partnership of agencies who share a common mission---serving elders. That partnership is all the more critical as our landscape changes in Florida. Case in point are some very critical issues involving the changes in Medicaid Long Term Care Services, changes in Medicaid Managed Medical Care which will drastically affect transportation services to elders, changes in the management and structure of Federal Senior Corps Programs (Foster Grandparents, Senior Companions and Retired and Senior Volunteers) and, of course, the need for increased funding for Florida General Revenue aging programs.

We don't need to be standing alone on these issues; we need recognize that all these issues could affect any agency working on behalf of eldercare services. We also need to understand that by working together we can make an impact in the aforementioned issues. Great case in point is increased funding for General Revenue aging programs; because we all stood together, we could be on the verge of a significant increase in funding for these programs. However, we can also form alliances to strengthen and increase some of our agency programs and ultimately our financial outlook; in many cases this can be done on a local level.

Case in point is the local Escarosa Alliance Group in Pensacola (serving Escambia and Santa Rosa Counties), of which our agency (Council on Aging of West Florida) is a member. This is an alliance of businesses (mostly for profit) that serve elders; although each of these businesses is not necessarily restricted to serving elders. Our primary purpose as an alliance is to bring together professionals in the area of investments, home health, assisted living, real estate, transportation, legal, pharmacy, senior in home services, etc. and offer "appropriate solutions and referrals for each elder's situation."

For example, an alliance member who is helping someone with investment decisions might realize they could benefit with end of life decisions and would make a referral to an attorney who is an alliance member. Similarly, an attorney might have a client and realize they could benefit from day care for an elderly relative or other in home service and would make a referral to the appropriate alliance members. The following link will provide more information on the alliance concept: <http://www.phssra.com/florida/escarosa-alliance/>.

Clearly there is a self interest at work here and while we make referrals within the alliance, that is not "a requirement of membership." The Escarosa Alliance is just another example of how we can join together for a common purpose---to serve elders---and in this case, promote our respective businesses and agencies. Working together in partnerships, alliances or associations for common purposes is vital to our future, **and** we don't have to sacrifice our agency core values to form such alliances and partnerships.



## Association Collaborations are Essential to Affecting Real Change

By Mark Cornett, Vice President, Florida Adult Day Services Association

Everywhere we turn in the health and human services network, we see the need for change. Some see the need to change the way a funding stream, such as Medicaid, is administered and reimbursement is provided. One group of service providers sees the need to change the long-term care system by tightening up regulations. On a much larger scale, some see the need to change the way Americans are taxed. These are all huge goals that can be overwhelming, if not impossible, for one group to accomplish alone.

At a recent Florida Association of Aging Services Providers Board meeting, there was a discussion on expanding the base of membership. In response, a work group was established to explore ways to make the organization more attractive to non-traditional members while staying within the mission of FASP. The Florida Adult Day Services Association (FADSA) is looking at the same thing. We see the need to change the way we have been recruiting members to make our Association stronger as well. Most people are surprised to learn there are over 230 licensed adult day centers in Florida. The majority of these centers are not operated by the traditional aging services/lead agency network. In fact, the majority is made up of free-standing, independently operating adult day centers – many operating on a for-profit basis – and they have not yet been convinced that membership and activity in our long-standing networks is beneficial to them. This is another huge task.



What is being suggested in this article is for us to take a look at more opportunities to work together to achieve common goals. FADSA and FASP members have many things in common:

- Many current FADSA member centers are operated by organizations that belong to FASP.
- Even for those that are not, we have very common funding streams: CCE, ADI, OAA, Medicaid Managed Care, Adult Care Food Program, Veterans Administration.
- Our leaders are very busy people with very little expendable time or treasure.
- The clients are often served by multiple, overlapping networks.
- We answer to the same – often multiple – stakeholders.

Our starting point is that FADSA is granted the privilege of having a seat on the Board of Directors of FASP. I am honored to sit in that seat. We see this is an excellent starting point to collaborate in our goals. We look forward to even greater opportunities for the two Associations to work together on common goals as our challenges still unfold and become more complicated.



Since its inception in 1983, the Florida Adult Day Services Association (FADSA) has provided leadership, education, planning, and development of adult day services across Florida. Through the promotion of quality day services ranging from respite programs to adult day health centers, FADSA has established a reputation as a leader in education, training, and advocacy within the long-term care industry.



Member benefits include first notifications of education and training opportunities and special member rates, participation in the Association's advocacy initiatives, networking with highly experienced adult day services professionals in Florida, and more. For additional membership information, please visit our website at [www.fadsa.net](http://www.fadsa.net)

## Big Changes in Store for Many Marion Transit Users

### An Opinion Letter

By Sarah Stroh

Marion Transit, a division of Marion Senior Services, is the community transportation coordinator for Marion County and has been providing transportation services over three decades to tens of thousands of local residents who are transportation disadvantaged. Our clients receive transportation for a nominal fee to go to life-sustaining appointments, including doctors, dialysis and grocery shopping. We have 37 routes that provide over 600 trips a day. The funding we receive comes from several sources, including the Transportation Disadvantaged Commission, the Florida Department of Transportation, the Marion County Commission, Agency for Health Care Administration (AHCA), client fares and Suntran. Over the years, we have been able to multi-load passengers and coordinate trips, thus achieving economies of scale which have enabled us to keep our costs down. Our clients have been able to call one number to schedule their transportation needs, and most never know which funding source is paying for their trip.

Unfortunately, this is changing effective May 1 for Medicaid clients funded by AHCA. In 2011, the Florida Legislature directed AHCA to create the Statewide Medicaid Managed Care (SMMC) Program. SMMC has two key components: the long-term care (LTC) program and the managed medical assistance (MMA) program. The primary purpose of this reform was to lower Medicaid costs to the state by having managed care organizations (MCOs) provide coverage and services through providers to their recipients.

Our program service area (PSA), which includes Marion County, is the first PSA (along with two others in the state) to "go live" with the new MMA program on May 1. Marion Transit had no control over this change and will no longer be providing transportation to the vast majority of Medicaid clients after tomorrow as transportation will now be provided by the recipient's MCO through a transportation provider other than Marion Transit.

AHCA sent letters to recipients in February and March notifying them that they had to pick one of the four MCOs serving Medicaid recipients here. Marion Transit discovered many of these Medicaid recipients who currently ride with us weren't even aware that their transportation for medical appointments was affected. Marion Transit has been diligently working to try and inform our clients of the impending changes through letters and also telling clients to call the AHCA Choice Counseling number or their MCO with any questions.

We are only a couple days away from this change, and there remains so much confusion and misinformation regarding who will be providing transportation for Medicaid recipients. Recipients are trying to contact their new MCO and become frustrated because the MCO representative doesn't know who will be providing transportation or who the recipient needs to call to arrange their transportation (or even worse, state that Marion Transit will still be their provider, which is NOT true).

Yes, the state of Florida felt Medicaid reform would be the best and most economical way for the state to save money. However, it certainly appears that the implementation of the MMA program, especially as it relates to vital transportation needs, has not been fully thought out, especially from the perspective of Medicaid clients trying to get answers to how they will get transportation beginning on Thursday.

So, having the "honor" of being first to undergo this change in our community is not best for our residents. The implementation of the MMA program has been confusing at best. My hope is that this poor implementation does not come at the cost of lives to Marion County residents who rely on their Medicaid transportation for medical appointments, especially dialysis.

Marion Transit will continue to provide transportation services to thousands of transportation disadvantaged Marion County residents after May 1 who qualify for our other funding sources. However, the coordinated system we once enjoyed, which allowed us to multi-load passengers no matter what funding source provided their transportation, has now been fragmented and, in the end, the state will be hard pressed to realize any savings from the transportation portion of Medicaid reform.

If you have any questions related to your Medicaid transportation or MMA services, please contact the Medicaid Choice Counselor at 1-877-711-3662 or your MCO.

*Sarah Stroh is executive director of Marion Senior Services Inc. in Ocala. (Note: This letter has been published as of 4-29-14 in the Ocala Star Banner)*

## *Managed Medical Assistance (MMA) portion of the Statewide Medicaid Managed Care Program*

By Beth Kidder, Assistant Deputy Secretary for Medicaid Operations  
Agency for Health Care Administration  
(850) 412-4000

We are now coming up to the launch of the Medicaid Managed Medical Assistance (MMA) program in the first three regions. We have posted updated information for providers and recipients. Of note:

- An updated MMA Continuity of Care document with additional detail including information about orthodontic services. Go to <http://ahca.myflorida.com/SMMC> ; select the Managed Medical Assistance tab; select the MMA Home tab; choose “Continuity of Care Requirements in the Managed Medical Assistance Program.” A direct link is: [http://ahca.myflorida.com/Medicaid/statewide\\_mc/pdf/mma/Continuity\\_of\\_Care\\_Requirements.pdf](http://ahca.myflorida.com/Medicaid/statewide_mc/pdf/mma/Continuity_of_Care_Requirements.pdf)
- Webinars on how to check recipient eligibility for MMA and pharmacy services in MMA. Training webinars: The webinar schedule and past webinars are on <http://ahca.myflorida.com/SMMC> under the News and Events tab.
- Tips for recipients to help them fill prescriptions as they transition to MMA health plans. Specifically:
  - \* One month before the MMA program starts, ask your pharmacy for a list of your prescriptions filled in the last four months.
  - \* If you need to change pharmacies, take your prescription bottles and the list of your last four months of prescriptions to your new pharmacy.
  - \* You can continue to receive the same medications for up to 60 days after you are in your new MMA plan. This gives you time to see your doctor if you need to update your prescriptions or to have your new plan approve your medications.

If you have questions or concerns as the program rolls out, please use the online complaint process at <http://ahca.myflorida.com/SMMC> (select the blue “Report a Complaint” button) or let me know.

The MMA choice counseling website and call center are operational. Recipients and authorized representatives may go online or call to choose an MMA plan for Regions 2, 3, 4, 5, and 8. We encourage you to go online and to let us know if you have difficulty navigating the site or if you find information that is not accurate. The choice counseling website is [www.flmedicaidmanagedcare.com](http://www.flmedicaidmanagedcare.com) .

If you, or the recipients you serve are having any issues with the program, please report the issue to their local Medicaid office by phone or report it online at <http://ahca.myflorida.com/SMMC> . Select the Report a Complaint button. If they report online, a Medicaid staff person will call the person reporting the issue to assist in resolving it.

Remember, recipients enrolled in a Long-term Care plan will enroll in an MMA plan as well (or they may choose to enroll in a comprehensive plan that provides both long-term care and medical/behavioral health services).

We appreciate your interest and assistance as we begin implementation of the MMA program. We will continue to provide additional information as it is available and encourage you to sign up to receive email updates when we post new information. Lastly, we encourage you to review our Frequently Asked Questions document as new questions and responses have been posted to the webpage. The Statewide Medicaid Managed Care website at <http://ahca.myflorida.com/SMMC> .





## HHS releases security risk assessment tool to help providers with HIPAA compliance

03/28/2014

A new security risk assessment (SRA) tool to help guide health care providers in small to medium sized offices conduct risk assessments of their organizations is now available from HHS.

## Historic release of data gives consumers unprecedented transparency on the medical services physicians provide and how much they are paid

04/09/2014

Today, as part of the Obama administration's work to make our health care system more transparent, affordable, and accountable, Health and Human Services (HHS) Secretary Kathleen Sebelius announced the release of new, privacy-protected data on services and procedures provided to Medicare beneficiaries by physicians and other health care professionals. The new data also show payment and submitted charges, or bills, for those services and procedures by provider.

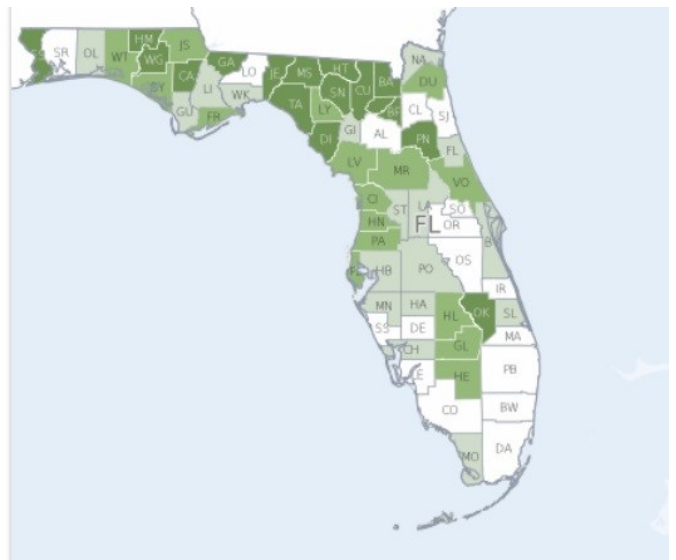


## Where You Live Matters to Your Health

The *County Health Rankings* provide a health snapshot for nearly every county in all 50 states. See how well your county is doing on 29 factors that influence health, including smoking, high school graduation, employment, physical inactivity, access to healthy foods, and more.

*(A Robert Wood Johnson Foundation Program)*

[See where your county ranks >](#)



## Pfizer Helpful Answers® for Prevnar13®

Pfizer Vaccines understands that you want to provide solutions that will address your patients' needs. Pfizer Helpful Answers® for Prevnar13® (*Pneumococcal 13-valent Conjugate Vaccines [Diphtheria CRM197 Protein]*) may provide you with a way to administer Prevnar13® at no cost to you or your qualifying patients.

Pfizer Helpful Answers® for Prevnar13® is a product-replacement-based assistance program that provides eligible patients with the Prevnar13® vaccine for free through their doctor's office. Through this program, healthcare professionals' individual stock of the Prevnar13® vaccine is replenished when administered to patients approved for assistance through Pfizer Helpful Answers®.

If you have questions, or to get the process started, call Pfizer Helpful Answers at 1-866-706-2400. You may also visit the website:

[www.PHAhelps.com](http://www.PHAhelps.com).



## Elder Law Associates Articles

### What Are the House Ownership Options When Parents and Adult Children Live Together?

Increasingly, several generations of American families are living together. According to a Pew Research Center analysis of U.S. Census data, more than 50 million Americans, or almost 17 percent of the population, live in households containing two adult generations. These multi-generational living arrangements present legal and financial challenges around home ownership. [Click here to continue.](#)



### Using a No-Contest Clause to Prevent Heirs from Challenging a Will or Trust

If you are worried that disappointed heirs could contest your will or trust after you die, one option is to include a "no-contest clause" in your estate planning documents. A no-contest clause provides that if an heir challenges the will or trust and loses, then he or she will get nothing.



A no-contest clause may be a good idea if you have a beneficiary who may be upset by the property distributed to him or her. However, no-contest clauses (also called in terrorem clauses) only work if you are willing to leave something of value to the potentially disgruntled heir. You must leave the individual enough so that a challenge is not worth the risk of losing the inheritance.

[Click here to continue.](#)

## Recognize a Valuable Service Employee You Know with a FASP Award!



The 2014 FASP Awards Committee has begun accepting nominations for the 2014 Minotty Eye Foundation Best Direct Service Employee of the Year.



The deadline for submissions is **Thursday, May 15, 2014**

FASP Members are encouraged to nominate a Florida aging service employee who has:

- ✦ added value to the service being delivered that has benefited the elders served;
- ✦ gone above and beyond job requirements to provide customer service and ensure customer satisfaction;
- ✦ developed community resources and support to the services being provided; and demonstrated a high level of commitment to excellence.

The Minotty Eye Foundation Best Direct Service Employee of the Year Award acknowledges an employee who makes a difference in the lives of seniors individually or through a unit, group, agency or organization.

Each year, FASP presents this award during the Florida Conference on Aging to honor the dedication of Florida service employees. The 2014 Florida Conference on Aging will be held August 4-6, at the Bonaventure – Weston, Florida.

Due to the generosity of the Minotty Eye Foundation's sponsorship, the Award winner will receive one year complimentary membership and complimentary registration on Tuesday, August 5<sup>th</sup> to receive their award which includes \$500.00 for themselves and \$500.00 for their Agency.

Nominations can be submitted online at [2014 FASP Award Nomination](#). If you have any questions, please contact [moreinfo@fasp.net](mailto:moreinfo@fasp.net) or call (850) 222-2575.



Dr. Paul Minotty

## SCSEP—Renewed Employment and Self-Esteem

For nearly 50 years, the Senior Community Service Employment Program (SCSEP) has helped unemployed, low-income older adults gain skills and training to re-enter the workforce. NCOA is a national SCSEP sponsor, and last year helped 4,600 mature workers find job training and placement.

[Read one older worker's story](#) | [Explore SCSEP](#)

## Links for the Centers for Medicare & Medicaid Services' Medicare Learning Network:

[Mass Immunizers and Roster Billing Fact Sheet](#)

[Quick Reference Information: Medicare Immunization Billing](#)



## Resources

### **The Gainesville Sun: Senior Rec Center builds an active, healthier elderly population**

Rusti Brandman, a professor at the University of Florida's School of Theatre and Dance, runs a "Dance for Lifelong Health" class at the Gainesville Senior Recreation Center that has caught the attention of local media.

<http://www.gainesville.com/article/20140223/ARTICLES/140229917&tc=ix>

### **The Older Americans Act Nutrition Program Sets a New Table** by Jean Lloyd and Holly Greuling

<http://asaging.org/blog/older-americans-act-nutrition-program-sets-new-table>

### **Analysis of 2012 Utility Expenditures by Older Consumers** by Neal Walters, Public Policy Institute AARP-and the heating /cooling programs in OAA have been cut.

<http://www.aarp.org/money/budgeting-saving/info-11-2013/analysis-2012-utility-expenditures-older-consumers-AARP-ppi-cons-prot.html>

### **How a Little Music Can Ease the Suffering of Alzheimer's** by Kevin Coughlin

A Wisconsin program that provides iPods and personalized music to nursing-home residents living with dementia is having some startling results.

<http://www.governing.com/gov-institute/voices/col-wisconsin-music-memory-ipod-nursing-home-residents-alzheimer.html>



#### **May 2014**

**May 11-16, 2014:** Rosen Centre Hotel, Orlando, FL. Governor's Hurricane Conference <http://flghc.org/>

**May 15-17, 2014:** Swan and Dolphin Hotel, Orlando, FL. American Geriatrics Society Conference. [http://www.americangeriatrics.org/annual\\_meeting/attendees/](http://www.americangeriatrics.org/annual_meeting/attendees/)

**May 22-23, 2014:** Hilton, Orlando. Florida Hospices and Pallative Care Association Annual Forum, "The Journey Continues: Elevating Clinical Practice to New Heights". For more information visit: [www.floridahospices.org/forum](http://www.floridahospices.org/forum)

**May 28-30, 2014:** Westin, San Antonio, TX. National Association of Nutrition and Aging Services Programs Conference. <http://www.nanasp.org/upcomingconferences.html>

#### **June 2014**

**June 2-5, 2014:** Portland Hilton & Executive Tower, Portland, OR. Alliance of Information and Referral Systems Training Conference. <http://www.airs.org/i4a/pages/index.cfm?pageid=3412>

## FASP is on Facebook - Are You?



Do you or does your organization have a Facebook or Twitter account?  
We would love to “like” “Friend” and/or “follow” you too.

### FASP - Florida Association of Aging Services Providers Facebook page

<http://www.facebook.com/home.php?#!/pages/FASP-Florida-Association-of-Aging-Services-Providers/186392068069967>

### FASP - Florida Association of Aging Services Providers Twitter

<http://twitter.com/FLAgingServProv>



### DOEA - Florida Department of Elder Affairs Facebook page

<http://www.facebook.com/pages/Florida-Department-of-Elder-Affairs/128604923878650?sk=wall>

### FCOA - Florida Council on Aging Facebook page

<http://www.facebook.com/home.php?#!/pages/Florida-Council-on-Aging/74320166787>

### FCOA - Florida Council on Aging Twitter

<http://twitter.com/#!/FCOA1>



[www.broward.org](http://www.broward.org)



[www.coawfla.org](http://www.coawfla.org)



[www.Osceola-coa.com](http://www.Osceola-coa.com)



[www.hillsboroughcounty.org](http://www.hillsboroughcounty.org)



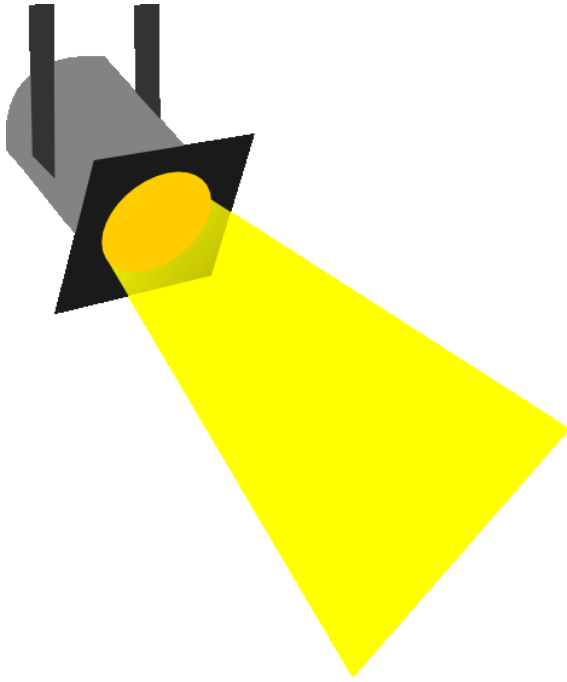
[www.newvisioneyecenter.com](http://www.newvisioneyecenter.com)



[www.maevolen.com](http://www.maevolen.com)

## SPONSOR SPOTLIGHT

This issue of the FASP e-Newsletter was brought to you by the generous donation of



[www.fadsa.net](http://www.fadsa.net)

The intent of the FASP Newsletter is to keep you informed about program updates and information relating to aging services providers. If you have any comments about the newsletter, suggestions on ways to improve it and/or items you would like included, please contact FASP by e-mail at [moreinfo@fasp.net](mailto:moreinfo@fasp.net) or by phone at (850) 222-3524.

The mission of FASP is to support and advocate for public and non-profit organizations engaged in the provision of community-based services to Florida's elders to improve their quality of life.

***Mark your calendars now!***



*The 2014 Florida Conference on Aging  
will be held  
August 4-6, 2014  
at the  
Bonaventure, Weston, FL*

*Early Conference Registration [on-line](#)*

