



Florida Association of Aging Services Providers e-Newsletter

Volume 36: May/June 2013

Sponsor: Osceola County Council on Aging, Inc.

Guest Editor: Beverly Hougland, Osceola County Council on Aging

Table of Contents

<i>Silver Surfers</i>	2
<i>Innovations in Elder Care</i>	2
<i>Dietary Guidelines for Americans 2015</i>	4
<i>Extreme Heat and Your Health</i>	5
<i>8 Ways to Fight Medical ID Theft</i>	6
<i>Join the Fight Against Fraud</i>	8
<i>Upcoming Events</i>	8
<i>Social Media</i>	9
<i>Sponsor Spotlight</i>	10

Message from the President

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

Ok, so how many of you reading this issue and who are over 65, had some trepidation in using some of our modern conveniences and/or technologies?

I mean when ATM machines made their appearance, weren't you just a "little reluctant" to use this technology versus a "live teller?" When your office got its first fax machine, didn't you wonder how that worked? I remember (many, many years ago) when a letter was being faxed from our office, the person sending the fax was also making a copy of the fax (think about it)! In the early days of the aging network, office computers were a rarity and few ever thought they would have a computer at their desk, let alone in their homes. I mean card files worked just fine, thank you. But now---we wonder how on earth we ever survived without computers and technology. Whether it's ordering gifts on-line or a robot operating on us; technology has become a way of life. In fact, heaven help us all when e-mail or the computer is "down." Call the computer guy and listen to them say, "What did you do?"

However, despite our advances, we are still faced with the "digital divide." According to Wikipedia, the "digital divide is an economic inequality between groups in terms of access to, use of, or knowledge of information

and communication technologies." More often than not, this divide is the result of income disparities between individuals and groups. If you grow up in a situation where little access is available to technology or you work in a job where use and understanding of technology is limited, you are at a distinct disadvantage.

True, that is changing somewhat as many of our younger generation are literally growing up where technology is a given and part of their lives; especially in our school systems. The baby boomers, while not necessarily having access to technology when younger, have, in many cases, "learned on the job" and have become acclimated to technology which will, in all likelihood, assist them as they age. Even those who have had little exposure to technology can, during their later years, find themselves learning these new skills; not only to communicate with others and "play games," but to help them with medical conditions. The article in this issue from the Osceola Council on Aging is just a wonderful example of what technology can mean to those who might have had little exposure to the wonderful world of technology. It also is just further proof, not that we need it, that you *can* teach people of any age new skills! So kudos to the Osceola Council on Aging for their wonderful innovative program, iPad Dementia Therapy.



THIS ISSUE SPONSORED BY:



Senior & Technology Illuminate the Future of Elder Care

Beverly Hougland, Guest Editor

Silver Surfers Establish a Trend among Technology Users

During a recent visit, my 75-year old mother complained that she hadn't been able to connect her laptop or e-reader to the internet since my father had a new desktop computer and wireless modem installed two months earlier. I was surprised to learn that being online was so important to her, as I had given up trying to keep in touch via email because she only checked her account once or twice a month. She couldn't tell me her password, so I advised her to call the cable company to get it and to also ask if they would set up a network that would make using all their devices easier. Now my hope is renewed that she will make the effort to keep in touch with me by email.



Ten years ago, my sister gave our parents a computer for Christmas and set up an online account with the local cable company. At first they resisted using it and one year later my mother complained that the machine was likely to always go unused, but gradually their usage increased. My mother was always an avid reader, and now reading has become the primary online activity that she enjoys. My 80 year-old father proved to be a bigger surprise, as he now uses the internet daily researching his favorite interest: horses. Anything related to the care and training of rodeo horses has been a lifelong passion for him, but at 80 years of age his competitive riding days are over. He remains informed on all the latest news and developments on the sport of rodeo and even continues to train horses, with the internet providing a vital source of information to support his activities.

My elderly parents are far from being an anomaly. Seniors aged 65 and older that use computer technology have become known as "Silver Surfers", and they represent a growing sector of internet users. These seniors have much to gain from using digital technologies, but issues such as poor eyesight, diminished hearing and limited dexterity present challenges. Most seniors appreciate assistance in determining which devices and applications are best for them, as digital technology has mushroomed in recent years. A seemingly endless assortment of smart phones, laptops, tablet computers, apps and social networking options are available to choose from. While some of these are easier to use than others, few devices are specifically aimed at older users, leaving a void that waits to be filled. Of all the major manufacturers of digital technology, Apple leads the way in manufacturing senior friendly devices.

Innovations in Elder Care Demands Advances from Technology Manufacturers

The Apple iOS is an extraordinary mobile device that provides an easy to use zoom feature for its screen, large text settings and VoiceOver assistance that guides the user through menus and apps. Likewise, the Apple iPad is widely considered to be a senior friendly interface for accessing the internet and for enjoying a wide variety of fun, interesting applications. The iPad weighs a little over a pound and is thinner than a magazine, making it easily accessible for frail individuals as well as those with mobility issues. Hands that are too atrophied to type on a keyboard or too shaky to hold a mouse can easily swipe across the tablet to access a variety of applications that support communications with friends and family members.

I have had the pleasure and good fortune to be a part of an agency that is a proven leader in all matters related to aging. The Council's tradition of innovative eldercare service provision was markedly advanced when the Council implemented the iPad Dementia Therapy Program in our Adult Day Health Center in 2012. Through a partnership with the Senior Resource Alliance, the Council applied for grant funding as a Community for a Lifetime through the Florida Department of Elder Affairs. These funds were then used to purchase ten iPads for clients of the Adult Day Health Center.

Using the iPad, the Adult Day Health clients have been able to enhance their interaction with others using applications that allow them to spell, track items, make choices and read words.

Several game applications also permit users to test memory, cognitive skills and hand-eye coordination, which helps them become more aware of their level of functioning - the first step to rehabilitation and also a productive activity that patients with dementia can use to boost memory. The iPad also has iTunes capability as well as a camera and photo albums that allow users to share their favorite media with others. The calendar and timing applications



Continued on Page 3

remind users to take medications or do general activities and caregivers can likewise monitor the user's progress in accomplishing those daily living skills. The therapeutic advantages include: enhanced social connections, increased functional and physical status and improved quality of life.

After the successful implementation of the iPad Dementia Therapy Program, the Council recently provided a phone application called care4life to our diabetic clients as well as training for using the device. Diabetic seniors can use care4life to access diabetes education, schedule medications and medical appointments, record blood glucose readings and track their weight and exercise levels.



The success the Council has had in helping our senior clients use digital technology is significant in that our clients are more frail and have lower income levels than Silver Surfers such as my parents. The Council's senior clients represent a sector ages 65 and older that have limited experience, if any, in using digital technology. They have the same vision, hearing and mobility/dexterity issues as the Silver Surfers, but also grapple with anxieties that they won't be able to learn how to use new technologies and fears that they will break the device, get a computer virus or be a victim of identity theft. Helping these older citizens use new technology is contingent on making it easy and accessible.

Helping seniors determine what they hope to gain or accomplish from using the internet is a good place to start. They may want to keep in touch with family and friends, play games and music, or there may be a specific interest they want to learn more about. Part of the Council's success in implementing the iPad Dementia Therapy Program was our good fortune in having a team of student nurses from Valencia Community College that participate with our Adult Day Health Center to gain practical experience. Along with the Center's regular staff, the student nurses gave our agency the capability to provide the senior clients with one-on-one assistance in learning how to use the iPads and guiding them in using the features and capabilities that interested them most for an optimal experience.

Helping seniors access digital technology also opens a door to the future, revealing what will be expected of our agency in the years ahead. The "Boomer" generation ages 50 to 65 are using computer technology at the same rates as young people in their twenties. In addition, the Boomer generation has largely remained in the workforce with the Bureau of Labor Statistics reporting that almost 18% of Americans over age 65 are still working. These individuals are sophisticated technology users and they will have high expectations of senior centers and service agencies like the Council when they do retire. Working Boomers are accustomed to using the internet to order a pizza, have groceries delivered or schedule car maintenance. Practically anything may be ordered online and scheduled for direct delivery to one's home. Senior service agencies will be expected to keep pace by supplying online assessment applications and the convenient scheduling of services such as meals, transportation and in-home care.

Ideally, social service agencies would begin hiring staffers right now to create online applications, train volunteers, organize donations of technology, establish online support groups and create educational webinars aimed at seniors. This wouldn't only be for the benefit of the clients we serve; this work would also lay the groundwork for strengthening agency capacity for the future. History has taught us that implementing new systems and working through the glitches can take years, especially for agencies like the Council that serve tens of thousands of local citizens. It is imperative that our agencies are able to coordinate online services for tech savvy Boomers when they have exited the workplace. Programs that already visit the clients at their homes, such as Meals on Wheels, Transportation and In-Home Services are a natural fit for introducing technology and applications that will make using services easier. However, the technology void mentioned earlier in this article must also be addressed by tech manufacturers if agencies like the Council are to achieve our goals. Making digital technologies that are not only senior friendly but more affordable than the cutting edge Apple devices will be vital to helping tech savvy seniors remain connected.

Caregivers, friends and family members who want to help their elderly loved ones enjoy digital technology can find many ways to get started. There are several "For Dummies" instructional books aimed at helping seniors use the internet and computer technology are available on Amazon.com, as well as a myriad of unlimited shopping resources. SeniorNet is a membership based website that contains a wealth of online computer training opportunities for an annual fee, but just a bit research yields boundless free online opportunities for learning as well. Websites aimed at seniors may be found on topics that include everything from retirement and financial matters

to social networking and local community resources. Google remains a leader among search engines, allowing anyone to find a profusion of information on virtually anything. There are also a variety of apps that help seniors track health indicators, fitness levels, nutrition goals, medications and provide interaction with healthcare providers.

Helping seniors remain productive and socially involved is a responsibility shared by all of us. Enlisting the help of the local community and manufacturers of technology has become a new goal of the Osceola Council on Aging to ensure that our agency remains on the forefront of innovative senior service provision.



Dietary Guidelines for Americans 2015



Recommendations from the *Dietary Guidelines for Americans* are intended for Americans ages 2 years and over, including those at increased risk of chronic disease, and provide the basis for federal food and nutrition policy and education initiatives. The *Dietary Guidelines* encourage Americans to focus on eating a healthful diet—one that focuses on foods and beverages that help achieve and maintain a healthy weight, promote health, and prevent disease.

The first edition of the *Dietary Guidelines for Americans* was released in 1980. As mandated in Section 301 of the National Nutrition Monitoring and Related Research Act of 1990 (7 U.S.C. 5341), the *Dietary Guidelines for Americans* is reviewed, updated, and published every 5 years in a joint effort between the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA).

Beginning with the 1985 edition, HHS and USDA have appointed a Dietary Guidelines Advisory Committee (DGAC) consisting of nationally recognized experts in the field of nutrition and health. The charge to the Committee is to review the scientific and medical knowledge current at the time. The Committee then prepares a report for the Secretaries that provides recommendations for the next edition of the *Dietary Guidelines* based on their review of current literature.

HHS's Office of Disease Prevention and Health Promotion has the administrative leadership for the 2015 edition and is strongly supported by USDA's Center for Nutrition Policy and Promotion in Committee and process management, and evidence analysis functions. The Departments jointly review the Committee's recommendations and develop and publish the revised *Dietary Guidelines for Americans* policy document.

The tentative timeline for the development and publication of the *2015 Dietary Guidelines for Americans* is provided below. The site <http://www.DietaryGuidelines.gov> will serve as the web platform for all materials related to the 2015 revision process, including announcements, archived webinars of the public meetings, and submitting/viewing public comments. Information will also be published in the *Federal Register*.

Fall 2012/Winter 2013

- HHS and USDA solicit nominations for the DGAC

Spring/Summer 2013

- DGAC are appointed
- DGAC holds first public meeting
- Request for public comments initiated

Summer 2013 – Fall 2014

- DGAC reviews current scientific evidence and holds subsequent public meetings
- One meeting will include opportunity for oral testimony from the public

Fall/Winter 2014

- DGAC issues report to the Secretaries of HHS and USDA
- DGAC report published and made available to public for comment

Winter/Spring/Summer 2015

- HHS and USDA consider DGAC's scientific recommendations and public and agency comments
- Departments prepare the *Dietary Guidelines for Americans* policy document

Fall 2015

- HHS and USDA jointly publish and release the 8th edition of the *Dietary Guidelines for Americans*

Extreme Heat and Your Health

People aged 65 years or older are less likely to sense and respond to changes in temperature. People in this category must be given and reminded of the following information:



- Stay in air-conditioned buildings as much as possible. Contact your local health department or locate an air-conditioned shelter in your area.
- Do not rely on a fan as your primary cooling device during an extreme heat event.
- Drink more water than usual and **don't wait** until you're thirsty to drink.
- Check on a friend or neighbor and have someone do the same for you.
- Don't use the stove or oven to cook—it will make you and your house hotter.
- Wear loose, lightweight, light-colored clothing.
- Take cool showers or baths to cool down.
- Check the local news for health and safety updates.

Seek medical care immediately if you have, or someone you know has, symptoms of heat-related illness like muscle cramps, headaches, nausea or vomiting.



Accessible Transportation Technical Support Project

Easter Seals Project ACTION (ESPA) is now accepting a second round of applications for the 2013 Accessible Transportation Technical Support (ATTS) Project.

Similar to the Accessible Transportation Coalition Initiative and the Mobility Planning Services Institute (2001-2012), ATTS can help communities formulate an action plan to address specific local accessible transportation needs. Technical assistance will be delivered remotely, including via teleconference, webinars, community forums, or video conferencing, at no cost to your community.

Visit ESPA's website for directions on how to apply and examples of successes that other communities have achieved with technical assistance from ESPA.

For questions, contact Kristi McLaughlin at (800) 659-6428 or via email at ATTS@easterseals.com.

Deadline to apply: August 15th



8 Ways to Fight Medical ID Theft

Medical identity theft can be fatal, especially to society's most vulnerable population, the elderly. Targeted by criminal groups and unscrupulous relatives alike, seniors tend to be more trusting of others and are less likely to report the crime because they don't want family members to think they can't maintain their independence, says the National Crime Prevention Council. Fighting this crime is a high priority for me, and it was a privilege to participate in an FTC panel on the subject in Washington, D.C. last month.

"Medical identity theft occurs when someone uses another's information to receive medical-related services, to buy drugs, or to unlawfully gain financial benefits such as billing insurance companies or Medicare for services that were never performed," said Robin Slade, a panel member and head of the Medical Identity Fraud Alliance. When medical identity theft compromises a person's care, she said, the results can literally be deadly.

Medical identity fraud is also expensive — costing \$41.3 billion and affecting 1.85 million people annually, according to a Ponemon Institute study, the ***Third Annual Survey on Medical Identity Theft***.

The vulnerability of senior citizens

The panel, which included Pam Dixon from the World Privacy Forum and Andy McKee from Health and Human Services Office of Inspector General, discussed why seniors are more prone to this type of identity theft:

- They are perceived as vulnerable or more trusting, making them preferred targets for crimes and scams.
- Medical identity theft appears to be most common where Medicare and Medicaid are widely used — Florida, California, etc.
- Because many elderly are also poor or disabled, they require frequent medical services. Fraudsters will prey on this need, offering "free" services supposedly provided by Medicare/Medicaid.
- Medicare cards list a beneficiary's social security number.



"Once that number becomes compromised," Mr. McKee said, "it's compromised. You can't put the genie back in the bottle ... The government's not going to issue you another one." The elderly often suffer from cognitive issues, and may not even realize their identity has been stolen.

Causes of medical identity theft

Data breaches are one cause of medical identity theft — 94 percent of healthcare organizations experienced a breach over the last two years — and 45 percent of those had experienced five or more breaches, according the ***Third Annual Benchmark Study on Patient Privacy & Data Security***, another study by Ponemon Institute.

Clearly, **criminals are seeing the economic value of PHI**. In fact, Mr. McKee noted that Medicare numbers can sell for up to \$100 apiece. Ms. Dixon pointed out that, for seniors, not all cases of medical identity theft occur because of data breaches. "In one case, a man billed over \$3 million for 18 dialysis patients. He didn't need a data breach," she said. "All he needed was a photocopier."

No value on data

Behind the more obvious causes of medical identity theft is a more subtle problem. Experience has taught me that **organizations place little or no financial value on data** — especially in healthcare. When an organization can't value an asset, it's difficult to appropriate resources to protect that asset.

Continued on Page 7

While IT and others guardians of data understand their value — and what's at stake when they become compromised — the C-suite often doesn't recognize the risks. And that puts patients, including seniors, at risk for medical identity theft and its potentially dangerous consequences.

Preventing medical identity theft among seniors

Finally, the panel discussed ways to fight medical identity theft:

- Provide education and increase awareness of the impact of medical identity theft on consumers and the healthcare industry.
- Collaborate on an industry level. **The Medical Identity Fraud Alliance** is a new healthcare industry association that is “focused on developing the technology, the best practices, and the policies necessary to lessen the exposure of patient data,” said Ms. Slade. She equated healthcare's move toward EHRs to the advent of e-commerce in the financial services sector. “There are many parallels in terms of adoption, use and risk, and we are embracing lessons learned as we roll out MIFA.
- Educate executives on the value of safeguarding data. The ANSI Identity Theft Prevention and Identity Management Standards Panel (IDSP) published **the PHI Value Estimator (PHive) model**, a five-step method for assessing security threats and evaluating the “at risk” value of an organization's PHI.
- Make individuals the first line of defense. Ms. Dixon said that patients need access to and should have the right to correct their medical records. “Get your healthcare files before you need them ... and watch out for those free services because some of them are really scammy,” she said, “And really, really watch those EOBs.”
- Institute basic controls, such as immediately disabling computer passwords for terminated employees. This was only one problem the HHS Office of Audit Services found during a study on HIPAA compliance, Mr. McKee said.
- Simplify Medicare explanation of benefits (EOBs) to better identify potential fraud — a move that is already underway.
- Provide Medicare beneficiaries with identification similar to a credit card that can be destroyed if their identity is stolen.
- Federal and state governments should provide incentives. “Healthcare institutions ... and stakeholders are going to have to be involved at the state and federal level,” Ms. Dixon said.



Conclusion

The panel provided valuable insights on **the nature of medical identity theft** among seniors as well as some viable solutions. A highlight for me, however, came from Barbara Dieker, director of the Office of Elder Rights at HHS. She heads up the Senior Medicare Patrol Program; seniors are recruited and trained on Medicare and other healthcare programs. “They educate their peers on how to read [their] Medicare summary notice, how to prevent fraud... and how to protect their personal information,” she said.

This grassroots movement raises awareness, which, I believe is the first step to fighting medical identity theft, especially among the most vulnerable.

*Rick Kam, CIPP, is president and co-founder of **ID Experts**. Rick is also chairing the “PHI Project,” a research effort to measure financial risk and implications of data breach in healthcare, led by the American National Standards Institute (ANSI), via its Identity Theft Prevention and Identity Management Standards Panel (IDSP), in partnership with the Shared Assessments Program and the Internet Security Alliance (ISA).*

Upcoming Events

July 2013

July 27-31, 2013: Louisville, KY. *N4a Annual Conference*. Visit <http://www.n4a.org/training-events/annual-conference/> for more information.

August 2013

August 12-14, 2013: Orlando, FL, Grande Lakes JW Marriott. Florida Conference on Aging. *Changing Aging*. Visit <http://www.fcoa.org> or call 850-222-8877 for more information.

Reducing Senior Poverty and Hunger: The Role of the Older Americans Act

A hearing held June 19, 2013 (witness statements available in .pdf format, full hearing can be viewed in Flash format, running time 1 hour 39 minutes).

www.help.senate.gov/hearings/hearing/?id=3c8e964e-5056-a032-52bd-ff9c57dde2e7



Medicare Urges Seniors to Join the Fight against Fraud

New health care summaries help seniors identify improper payments

In mailboxes across the country, people with Medicare will soon see a redesigned statement of their claims for services and benefits. The new statement will help them better spot potential fraud, waste and abuse. These new Medicare Summary Notices are just one more way the Obama Administration is making the elimination of fraud, waste and abuse in health care a top priority. Because of actions like these and new tools under the Affordable Care Act, the number of suspect providers and suppliers thrown out of the Medicare program has more than doubled in 35 states.

The redesigned notice will make it easier for people with Medicare to understand their benefits, file an appeal if a claim is denied, and spot claims for services they never received. The Centers for Medicare & Medicaid Services (CMS) will send the notices to Medicare beneficiaries on a quarterly basis.



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.aarp.org



www.master-host.net.org



www.seniorresourceassociation.org



www.uhc.com



<http://www.SunshineStateHealth.com>



1400 N. MONROE ST.
TALLAHASSEE, FL 32303
850.891.4000



www.talgov.com/seniors/seniorshome.aspx



www.floridaseniorcenters.org



www.newvisioneyecenter.com



<http://www.Aramark.com>

SPONSOR SPOTLIGHT

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



www.Osceola-coa.com



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 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 2013 Florida Conference on Aging
will be held***

August 12-14, 2013

at the

Grande Lakes J.W. Marriott in Orlando

Registration available online now

