



Association of Senior Referral
Professionals of Washington

Annual Report 2020

December 8th



The Association of Senior Referral Professionals of Washington 2020 Annual Report

Executive Board

President 2020

Lauren Ward, Thrive Senior Advisors, Inc.

President Elect for year 2021

Nancy Watkins, Assisted Living Options

Past President 2016

Lisa Doyle, CayCare Inc.

Treasurer 2016-2019

Abby Durr, Silverage LLC

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Lauren Ward, Thrive Senior Advisors Inc.

Ethics and Best Practices

Abby Durr, Silver Age LLC

Legislative Chair

Heidi Sheldon, Options for Seniors LLC

Membership Chair

Nancy Watkins, Assisted Living Options

Alice Wilkinson, Oasis Senior Advisors

Past Presidents of ASRP WA

Heidi Sheldon, Options for Seniors LLC	2010 thru 2013 (WA regulated in 2011)
Stan McKenzie, A Change is Afoot	2014
Abby Durr, Silver Age LLC	2015
Lisa Doyle, CayCare Inc.	2016
Heidi Sheldon, Options for Seniors LLC	2017
David Lepsig, CarePatrol Seattle Eastside	2018 – 2019

Current Members

1st Place Senior Housing
A Caring Choice Agency
A1 Senior Care Advisors, LLC
Adult Care Placements
Assisted Living Options, LLC
Authentic Referral Agency for Seniors
Benevolent Care Solutions/Oasis
Care Patrol
CayCare, Inc.
Concierge Care
Dedicated Care Solutions
Family Values
Nexus Senior Services
Oasis Senior Advisors
Options For Seniors
Pinnacle Senior Placements, LLC
Silver Age Housing & Care Referrals
Senior Placement Services
The Right Place – Senior Options
Thrive Senior Advisors Inc.

Affiliate Members

A Serenity AFH
All About Care
Bellevue Manor AFH
Blue Horizon AFH
Hospitality Homecare
Ideal AFH
In Home Senior Care
Madison House
Martha Lake AFH
MBK Senior Living
Oregon Senior Referral Agency Association
Retirement Connection
Stellar Living
Sunrise Senior Living - 7 locations

Mission Statement:

Association of Senior Referral Professionals of Washington is committed to establishing and promoting professional and ethical standards within the senior housing and care referral industry; as well as to those who provide supportive and ancillary services for older and other frail adults within the state of Washington.

A common business interest of all members is to create a unified and consistent voice which promotes, develops and facilitates:

- 1) Ethical standards which create a quality experience for seniors, frail adults, and the people who support them.
- 2) Recommended best practices and the education of members, with a shared goal of improving consumer awareness of options and increasing the ability of consumers to make informed decisions.
- 3) Education to increase the knowledge and skills of members regarding aging, aging related products and services, communication, decision-making and conflict resolution.
- 4) Education to increase consumer awareness of aging, senior housing and care options, effective processes for making life transition decisions, and to improve communication amongst family members, and with health care professionals and insurance carriers.
- 5) A means for consumers, senior housing and care providers, health care professionals, other professionals or community members to provide feedback to the entire referral industry.
- 6) The use of referral professionals as a means of making effective use of time, energy and resources for consumers and senior housing and care providers.
- 7) Transparency, disclosure, accuracy of information, and effective, recommended business practices within the senior housing and care referral industry.
- 8) Protection of consumers by communicating residents' rights, current and future RCWs & WACs impacting consumers.
- 9) Collaborative opportunities for consumers and members of the association to have a voice in future legislation and regulation regarding senior housing and care services.
- 10) Protection of consumers by communicating the option to file complaints to the Ombudsman, The Department of Social & Health Services, Adult Protective Services, The Attorney General, and other regulatory or social service agencies.

Message from the President 2020

Lauren Ward, Thrive Senior Advisors Inc.

This is my 3rd attempt at writing this report due to all the changes mandated during the past number of weeks as we work and live in these unprecedented times our country and the world is facing.

At this writing, our State has returned to staying at home, no gatherings of more than? (I won't venture to say how many, yet the numbers continue to reduce,) along with continued diligence for social distancing and donning masks. Again, at this writing, the rollback of old restrictions has resulted with some Assisted Living Communities and Adult Family Homes not admitting new residents as the numbers of COVID-19 (C-19) cases rise. Some Skilled Nursing Facilities have returned to window visits only. Meanwhile, since late March and early April our industry has been deemed "Essential Businesses and Workers" which isn't taken lightly as we continue to work with clients and our referral partners relying on virtual platforms as often as possible.

Because new information about C-19 is being released almost weekly, I've included a link to the [60 Minutes](#) expose on "Long-Haulers" the "Post-acute COVID-19 Syndrome" documenting the residual effects of adults in their 20s – 40s who have contracted mild C-19 not requiring any hospitalization. This video is informative while it also reiterates the need for everyone to stay alert while protecting themselves and the clients they serve. (The link is below this report.)

I am happy to report that ASRP and the Adult Family Home Council of WA have been collaborating with John Ficker, the Executive Director, to disseminate information via the ASRP website. Additionally, the ASRP has donated money to the Council for PPE and technology equipment to facilitate families visiting with their loved ones virtually. As the saying goes, "It takes a village" to assist our elderly and vulnerable.

At the outset of this pandemic it created new and different struggles for Members which inspired the Board to commence, this past Spring, weekly Zoom meetings for members to share ideas, information, resources and support. As restrictions, again, are more severe please feel free to reach out to the Board if you would care to have the zoom support meetings resume.

The Legislature convened and amongst their work – now some adult family homes may increase their occupancy from 6 residents to 8 residents. (See the Legislative Committee report for more details.)

Proudly, Membership has grown to 30 businesses even with limited networking efforts requiring only virtual platforms.

Disseminating more information Legislatively and related to the novel coronavirus the ASRP website has taken on a more expansive role by providing information and resources related to C-19 for members and the community at large. (Please refer to the Communication Report for more details.)

Additionally, during this sea change of lifestyle and work, racial tensions reached an inflection point across the country this past summer. As a result the ASRP felt it necessary to include a new Nondiscriminatory Statement in our Code of Ethics and Best Practices for members to include in their Disclosure Statements for their clients. Along those lines our educational topic, for August was “Implicit/Unconscious Bias” where we viewed a short 20 minute video followed by a brief discussion. (Refer to the Education Committee for more details.)

In closing, the ASRP encourages you, as our Members, to reach out to see how it is we can be of more service to you.

I wish all of you and your families health and safety as you continue providing safe and compassionate services to the elderly and vulnerable you serve during these challenging times. I look forward to seeing everyone in person on the other side of this!

Lastly, I want to extend my deepest gratitude to the Board as they volunteer their skills and expertise to this organization.

Here is the [60 Minutes](https://www.cbsnews.com/video/covid-long-haulers-60-minutes-2020-11-22/) link regarding Younger Adults who experienced milder COVID infections left with serious residual problems; <https://www.cbsnews.com/video/covid-long-haulers-60-minutes-2020-11-22/>

May 2021 be a brighter year filled with health, happiness and less required social distancing!

Lauren Ward
Thrive Senior Advisors Inc.

Committee Reports 2020

Communication

Greg Cranford, Dedicated Care Solutions

2020 was a year unlike any other. Communications was focused on Covid-19 updates via the website. We kept information flowing between state regulations and care facilities. We posted continuous resources for licensed facilities so they could get proper help on how to handle the pandemic and visitations. Since all in-person meetings from March forward were converted to virtual meetings, we kept information on the website announcing those. The past meeting page was updated with the 2020 meeting and education content. 2019 annual reports were posted, and updated code of ethics were linked. With the social and racial tensions, we felt updates to terminology in our ethics needed to be adjusted and available via the website. There was also a great deal of work keeping all documents updated for 2020 and board membership information accurate on the website. No major changes occurred with the website in 2020.

A new ASRP controlled email system was established via mailchimp.com. This allows for quick email blasts to happen with announcements and any other content we feel is important. The database has not been fully updated but the system is in place and being used as needed. The expansion of contacts in the database will be a large focus for 2021. With 2021 possibly being another year of virtual meetings, we will use this email system even more.

The ASRP Facebook page was utilized in 2020 for similar content as was posted to the website. It was also used for announcements and information regarding guest speakers. It has been a great place to thank our guests and speakers for partnering with the ASRP in 2020. More coordination between the website and Facebook would be beneficial and can be worked on in 2021.

An educational presentation was being designed for 2020 prior to all marketing events being cancelled. This project was placed on hold in 2020 and should be resumed for 2021. This will be a way for all ASRP members to have an approved presentation about ASRP and how its members are truly the industry standard in senior care advocacy. Having this as a power point so it can be used for virtual meetings in 2021 will also be a priority. We eagerly close out 2020 and look forward to, hopefully, a better 2021. May our elderly stay safe, happy, and have lots of visitors!

Education

Lisa Satin, The Right Place-Senior Options

Lauren Ward, Thrive Senior Advisors Co-Chair

As education co-chairs, we work closely with our other committees to provide the most

relevant speakers for our membership. We strive to offer opportunities to help train and educate our members on topics that are important to our members, as well as our clients and their wellbeing. Our speakers join our quarterly conferences and are invited to stay for the entire conference. This year we held our February meeting in-person and the other meetings were held via a Zoom virtual platform.

The February ASPRWA conference, hosted by GenCare at Ruston Point, included a discussion on the purpose and direction of our association in 2020. These topics included RCW 18.330, projected and targeted growth for ASRP, to include affiliates and other referral agents and we reviewed our by-laws. We also lead a discussion regarding the NPRA organization and the NNSHA (National Network of Senior Housing Advisors) so members would know more about these national referral advisors' associations that seem to be gaining some traction.

Our April meeting was held via Zoom and included John Ficker from the Adult Family Home Council to give us an update on current Legislative issues. To continue the legislative update, we were fortunate to have Laurie St Ours, from WHCA speak to us and a Q & A session was included. We also discussed new affiliate members as well as interest in membership from referral agencies.

In July, our meeting included Betsy Zuber, MH, GMHS, LMHC who spoke to us about social isolation during Covid-19 among other relevant topics along the lines of aging and mental health.

October's meeting included a 20 minute YouTube video by Dr. Robin DiAngelo, called "Deconstructing White Privilege" We followed this timely video with a discussion about Implicit and Unconscious Bias. Kathy Bates, an End of Life Doula, was our virtual, in-person speaker. Kathy lead a frank and enlightening discussion about the job of a Death Doula which led to a productive Q & A session.

The education committee will continue to provide speakers at our quarterly conferences, with relevant content to promote professional development for our members. Topics of continued discussion will include ethics and best practices, RCW 18.330. legislative updates, DSHS regulations regarding LTC housing & care facilities, AFH status and updates as well as any peripheral and industry related topic that will help our members better serve their clients. By: Lisa Satin, Nov. 2020.

Ethics/Best Practices

Abby Durr, Silver Age, LLC

In 2020 (what a year!), the Ethics and Best Practices committee updated the Code of Ethics to include an article devoted to intentional inclusivity. The idea was to encourage members to have a clear policy to promote equal opportunity to the clients, families,

providers and our community. In 2021, we would like to recruit 2 new Ethics and Best Practices Committee members and have an Ethics and Best Practices committee meeting during the first half of the year.

Legislative

Heidi Sheldon, Options For Seniors LLC

The Association of Senior Referral Professionals actively advocated with legislators along with the Washington Health Care Association and the Washington State Senior Citizens' Lobby. The Washington State Legislature convened a 60 day short session that adjourn on March 19th 2020.

COVID-19:

Our days are more complex given the outbreak of Coronavirus Disease 2019 (COVID-19) and the public response to the virus. Making it a priority to stay abreast of our legislative work in Olympia. This is a challenging and unknown time for our colleagues on the frontlines of a publicly-declared health crisis.

Providers throughout our state are doing what they have long been called to do—care for truly vulnerable patients in a congregate setting where contagious illnesses occur. Our providers are very familiar with effective infection control strategies, but unlike influenza and other viral illnesses, there is no vaccine to help curb contagion with COVID-19. We applaud the work and leadership of our providers who are working to assure patient safety.

What is the Connection Between COVID-19 and Medicaid Rates?

For nursing home providers throughout Washington, immediate Medicaid rates relief is more important than ever. This sector was already in crisis with 21 nursing home closures since 2017, representing the relocation of hundreds of frail people. We know there is a cost to those closures.

The current COVID-19 outbreak creates further problems the Legislature must adopt Medicaid payment policy legislation to ensure funding stability and responsiveness. The House budget provides one-time additional funding to address cost growth between the base year and the rates year. Current rates are based on 2016 costs until July 1, 2020, when they will be rebased to 2018 costs. The House plan doesn't provide stability or predictability, and we urge support for the best current legislative proposal for skilled nursing facilities, [E2SSB 6515](#).

The Medicaid funding shortfall in nursing homes is over \$116 million annually and growing. Current Medicaid rates are based on 2016 costs, when the minimum wage was \$9.47 per hour. Now the statewide minimum wage is \$13.50 per hour -- \$15.00 in

Seattle. Given that 60-70 percent of operating costs are wage and labor-related in nursing facilities, the failure to regularly update rates is driving the current facility closures throughout the state. In the past three years, 10 percent of Washington's nursing homes have closed, in large part because of the Medicaid funding shortfall.

Senate Responds to Funding Crisis

The Senate unanimously passed our priority legislation. E2SSB 6515, sponsored by Senator Kevin Van De Wege, will better ensure that critically-necessary additional resources are available by rebasing Medicaid rates annually and applying the SNF-Urban CPI inflator to address cost growth.

Bi-partisan Emergency Funds Allocated for COVID-19 – [EHB 2965](#)

The legislation allocates \$100 million in emergency funding to the COVID-19 response cleared the House and Senate unanimously. Because the bill was amended in the Senate, it must now travel back to the House for concurrence before it can advance to the Governor's Office for signature. The bill is expected to pass and will:

- Appropriate \$100 million from the Budget Stabilization Account to the Disaster Response Account. Appropriates \$100 million from the Disaster Response Account and \$25 million General Fund-Federal for the Office of Financial Management to provide to state agencies and distribute to local governments and federally-recognized tribes for response to the COVID-19.
- Authorize the Department of Social and Health Services to determine nursing facility payments to adequately resource facilities responding to the COVID-19 outbreak until June 30, 2021.
- Provide that until June 30, 2021, an individual under quarantine or isolation during the novel coronavirus outbreak does not need to meet the requirement that an individual be able and available to work in order to be eligible to receive unemployment insurance benefits.

As it relates to nursing facility resources, it is still unclear how those monies will be allocated, the Department on getting information out to providers related to the funding.

Implications for Long Term Care in 2021

COVID-19 has had a dramatic impact on LTC, and on the state's economic well-being. With a projected state operating budget deficit of over \$4 billion, the Governor's Office of Financial Management has ordered all state agencies to submit recommendations to achieve an overall reduction of 15 percent.

For LTC, the Department of Social and Health Services (DSHS) proposal would cut skilled nursing facility Medicaid funding by over \$440 million, and assisted living Medicaid funding by over \$80 million. The stakes are high—and **providers must be prepared to**

effectively advocate with their legislators, who have ultimate responsibility for passing a state operating budget.

It is up to each of us to ensure our legislators protect funding and care for Washington citizens requiring care. During this session, the WHCA Government Relations team will brief members about election results, and will provide you with grassroots tools and resources to make it easy to immediately brief new and returning legislators about the challenges faced by skilled nursing and assisted living providers. We encourage all our ASRP WA members to engage with advocating for the senior citizens in Washington State.

Membership

Alice Wilkinson, Oasis Senior Advisors

Nancy Watkins, Assisted Living Options, LLC

During 2020 the organization welcomed two senior referral professional businesses into its Membership and three Adult Family homes into its Affiliate Membership. They included:

- Authentic Referral Agency for Seniors – Sergiu and Melanie Holbura, covering Clark County
- Nexus Senior Services – Olga Chemey, covering King and Snohomish Counties
- Martha Lake AFH – Motbaynor Tebeje in Lynnwood – Snohomish County
- Blue Horizon AFH – Joshua & Chiwon Dunlap in Maple Valley – King County
- A Serenity AFH – Sebastian & Valentina Craciun in Auburn – King County

This past year the Association membership has welcomed 1st Place Senior Housing, Family Values Adult Placement Agency and Oasis of Vancouver as new members, for a total of 18 referral companies. The new affiliate member is MBK and their 6 Puget Sound communities.

We currently have a total of 30 members, twelve are affiliate members. Our goal is to grow our membership through the use and exposure of our association brochure, Facebook page and web-site by our existing membership. I encourage you to join the efforts of the membership committee and personally invite your cohorts. By: Nancy Watkins, Nov. 2020

Financials for the year

Abby Durr, Silverage, LLC

In 2020, ASRP generated funds through membership dues. Membership dues are \$200 per year for a referral company. Affiliate membership dues are \$100 per year. Affiliate members offer supportive services and products to the senior housing and care industry and are non-voting members of ASRP. Our fiscal year is January 1 - December 31. Our bank balance on Jan. 1, 2020 was \$3976.07. Membership dues in 2020 generated \$ 1300.00 so far and we anticipate another \$2600.00 to come in before the end of the year.

Operating expenses were as follows:

- Donation to Adult Family Home Council COVID PPE supplies fund: \$750.00
- Flowers to a grieving member: 66.11
- Website Hosting: \$175.56
- Brochure Design and Print + printing for events: \$389.50
- WHCA Membership: \$500.00 (Coming in December 2020)
- Conferences (AFNA, Sr Citizens Foundation): \$0
- Insurance:
 - Directors and Officers \$986.00 (coming December 2020)
 - Liberty Mutual \$1008.00.00 (coming January 2021)
- Secretary of State Filing: \$10.00

The current bank balance is \$4,281.79 (11/25/2020) and is the only asset of the Association of Senior Referral Professionals of Washington.



Association of Senior Referral
Professionals of Washington
www.asrpwa.org