



Association of Senior Referral
Professionals of Washington

Annual Report 2022

December 13th



The Association of Senior Referral Professionals of Washington 2022 Annual Report

Executive Board

President 2022

Alice Wilkinson, Oasis Senior Advisors

President Elect for year 2022

Lauren Ward, Thrive Senior Advisors

Past President 2022

Lauren Ward, Thrive Senior Advisors

Treasurer 2016-2022

Abby Durr, Silverage LLC

Secretary 2022

Lisa Doyle, CayCare

Board of Directors:

Communications Chair

Alice Wilkinson, Oasis Senior Advisors

Education Chair

Lisa Satin, The Right Place Senior Options LLC

Ethics and Best Practices

Abby Durr, Silver Age LLC

Legislative Chair

Heidi Sheldon, Options For Seniors LLC

Membership Chair

Unfilled

Affiliate Member

Michael Huisman, MBK

Past Presidents of ASRP WA

Heidi Sheldon, Options For Seniors LLC	2010 thru 2013	(WA regulated in 2011)
Stan McKenzie, A Change is A Foot	2014	
Abby Durr, Silver Age LLC	2015	
Lisa Doyle, CareCare Inc.	2016	
Heidi Sheldon, Options For Seniors LLC	2017	
David Lepsig, Care Patrol Seattle Eastside	2018	
Lauren Ward, Thrive Senior Advisors	2021	

Current Members

All About Care
1st Place Senior Housing
A1 Senior Care Advisors LLC
A Caring Choice Agency
Adult Care Placements
Authentic Referral Agency For Seniors, LLC
Benevolent Care Solutions/Oasis
CayCare, Inc.
Concierge Care
Dedicated Care Solutions
Family Values Adult Placement Agency
Forever Care Services
Oasis Senior Advisors
Options for Seniors
Pinnacle Senior Placements, LLC
Senior Placement Services Care Patrol Seattle
Senior Housing Advisory Services
Silver Age Senior Living Advisors
The Right Place-Senior Options
Thrive Senior Advisors, Inc
Alderwood Senior Care Advisory Service

AFFILIATE MEMBERS

Aegis
Bellevue Manor AFH
Madison House
MBK Senior Living
Sunrise of Issaquah
Sunrise Mercer Island
Sunrise Northgate
Sunrise of Bothell
The Lakeshore ERA
Martha Lake Adult Family Care INC
Blue Horizon

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.

Committee Reports 2022

Communication

Alice Wilkinson, Oasis Senior Advisors

Communications has been a challenge this year. Greg's shoes were hard to fill. We have hired a web consultant, and anticipate that our presence will be greatly improved in 2023.

Education

Lisa Satin, The Right Place-Senior Options LLC

ASRP Annual Report 2022 EDUCATION

Education Co-chair: Lisa Satin, The Right Place-Senior Options, LLC

Education CO-chair: Lauren Ward, Thrive Senior Advisors, Inc

We work closely with our other ASRP committees to provide relevant speakers and topics for our membership. Our responsibility is to be responsive to our members and procure speakers and panel discussions for the purpose of continuing education. This education benefits our affiliate members, as well as our clients and their welfare. We were able to have most of our meetings in person this year with regard to Covid LTC protocol and contact tracing.

For the record: Our December 14th, 2021 Annual meeting was held via ZOOM. It included a refresher training by Heidi Sheldon on our "One Pager" condensed version of RCW 18:330. We went through our 2021 Annual reports made by board members and then went through new nominations for 2022.

Our May 10th, 2022 meeting was held in person as well as ZOOM at The Creekside in Woodinville. We had a fantastic turn-out and a lively panel discussion made up of Hospice professionals representing four local Hospice companies.

Our September 13th meeting was held in person with a ZOOM option at Northgate Plaza. We invited community relations, sales and marketing professionals and consultants to have an open discussion about their

experiences and opinions of working with Senior Housing Advisors. Our mission was to hear the good and the bad scenarios as well as to educate them on our law. Both the panel as well as our membership audience learned a lot from each other during our lively discussion.

Our December 13th Annual meeting will be held in person at Meridian at Stone Creek. We will have James Alberson as our speaker.

Report submitted by Lisa G Satin

Ethics/Best Practices

Abby Durr, Silver Age, LLC

Ethics/Best Practices Abby Durr, Silver Age, LLC In early 2022, the Ethics and Best Practices committee kept up on Wa state pandemic guidelines for LTC providers and made sure fellow ASRP members had notification and clarification about how the state guidelines specifically pertained to referral agencies. We did not do any updating to the ASRP Code of Ethics this year but continued to spread the word about our high standards and best practices. In 2023, we look forward to recruiting 2 new Ethics and Best Practices Committee members, and having an Ethics and Best Practices committee meeting.

Legislative

Heidi Sheldon, Options For Seniors LLC

ASRP WA Legislative Committee Report for December 1, 2022 Submitted by: Heidi Sheldon, Options For Seniors LLC, Legislative Chair

The number of people who need and deserve quality long term care is growing. At the same time, there is an unprecedented long term care workforce crisis that threatens access to critically necessary services for people who need care. The years' long public health emergency is driving costs, regulations, and financial insolvency for providers who deliver care. This crisis is driven by state Medicaid rates that fail to cover the cost of care. There is a \$117 million annual shortfall in nursing home Medicaid rates; assisted living rates are discounted to 68 percent of the cost of care. This contributes to a staffing emergency in these settings.

Long term care services for low-income Washingtonians who rely on the state Medicaid program are at tremendous risk.

Now is the time for you to speak out and tell policy makers that long term care funding must be a budget priority in 2023.

Governor Inslee is working now on an operating budget proposal. Ask him to make Medicaid funding for skilled nursing and assisted living a priority:

- Labor costs are higher than ever. Workers deserve fair wages, and fully funded Medicaid rates will make it possible to compete in a hypercompetitive labor market.
- When providers are unable to hire and retain staff, the impact on the health care system is significant. Hospitals are unable to discharge patients to nursing homes and assisted living, and quality of life and care are at great risk.
- Let's make sure that Governor Inslee and legislators understand that long term care must be a priority. Make it clear that this is a problem that must have a permanent solution. Half-measures are not working.

Policy Round Up For 2022

HB 1124 – Delegation of Blood Glucose Monitoring

This legislation will permit registered nurses to delegate blood glucose monitoring, regardless of care setting. The Nursing Care Quality Assurance Commission is charged with determining training and supervision standards.

HB 1837 – Regulation of Ergonomics in the Workplace

This highly controversial legislation would have permitted the Department of Labor and Industries to promulgate ergonomics standards in Washington workplaces. The general public rejected this idea nearly 20 years ago with an initiative that repealed original workplace regulations. WHCA's workers compensation third party administrator ERNwest developed a 300-page manual to help providers comply with the original rule. The measure narrowly passed the House after a 9-hour floor fight. With over 40 amendments that would have to be considered during the floor debate, the measure failed to be scheduled for floor action.

HB 1868 – Hospital Staffing Ratios

This was another highly contentious measure. WHCA's opposition to the legislation, which would have established nurse staffing ratios, was predicated on the inability of long term care providers to compete with hospitals for nurses and certified nursing assistants currently, let alone with the adoption of staffing ratios. Did not pass.

HB 1732 – 18-Month Delay of the LTC Trust Program

Collection of worker premiums for the WA Cares Program, the nation's first worker-funded long term care benefit, has been delayed by 18 months.

HB 1646 – Extending the Dementia Action Collaborative

The Dementia Action Collaborative is established to assess the current and future impact of Alzheimer's disease and other dementias on Washington residents. Specifically, it must examine progress in implementing the Washington State Alzheimer's Plan adopted in 2016, assess available services and resources for persons with Alzheimer's disease and other dementias and their families and caregivers, examine strategies to rectify disparate effects of Alzheimer's disease

and other dementias on people of color, and develop a strategy for a state response to this public health crisis.

It is up to each of us to ensure our legislators protect funding and care for Washington citizens requiring care. Please take the time this month before session starts in January to contact your legislators and start a conversation about the need fund Long Term Care for Senior's in the State of WA.

How to contact your Representatives:

Step 1 - Follow this link: [Washington State Legislature](#)

Step 2 - Verify your legislative district and your address

Step 3 - Your legislator names should show up – click on your senator

Step 4 - Enter your contact information

Step 5 - Enter your bill position and comment

Step 6 - Send your comment

Membership

Our membership committee Board members resigned shortly into the year. We anticipate a more proactive approach in 2023. We have a trifold with membership benefits that will be spread more widely.

Financials for the year

Abby Durr, Silverage, LLC

In 2022, 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, 2022, was \$6,129.72 Membership dues in 2022 generated \$2,000 so far, and we anticipate another \$600.00 or so to come in before the end of the year. Operating expenses were as follows:

- Bereavement/flowers to grieving members: 191.83
- Website Hosting: \$200.78
- Brochure Design and Print for events: \$240.27
- WHCA Membership: \$500.00 (Coming in December 2022)
- Conferences (AFNA, Sr Citizens Foundation, host gifts): 0
- Application for EIN: \$269.00
- Insurance:
 - Directors and Officers \$1136.00
 - Liberty Mutual- General Liability & Crime: \$285.00
- Secretary of State Filing: \$60.00

The current bank balance is \$5,812.45 (12/9/2022) and is the only asset of the Association of Senior Referral Professionals of Washington.



Association of Senior Referral
Professionals of Washington