

# Aging Services of Georgia -- *The Trusted Voice*

## 2009 Year in Review

In 2009, Aging Services of Georgia continued to strengthen its leadership position as well as build a strong sense of community with its membership. Aging Services of Georgia has emerged as a strong and credible leader in the arena of public policy. We have added new members and partnered with members who were facing challenges with property tax exemption, surveys, and other issues with regulators. With an emphasis on leadership development and education, more members than ever have tools and are engaged in promoting excellence in our field through day to day operations.



Winter Luncheon



Annual Conference



Service Coordinator Conference



Activity Directors Forum



Fair Housing Symposium



Culture Change Summit



Coaching Supervision

### What Makes Aging Services of Georgia Different?

- We are the only Georgia association representing the full continuum of aging services and housing for seniors.
- We are the only association that represents the interests of non-profit providers and the people they serve.
- The Association's mission is to help improve the quality of life for people served by our members.
- We have a member-focused, service oriented, dedicated staff. Our staff responds quickly to members concerns.
- We build consensus on public policy issues through collaboration, partnerships, and cooperation with state agencies, legislators, consumer groups and other provider groups to achieve Association policy goals that benefit our residents and clients.
- We provide many opportunities through board and committee participation, networking luncheons and Institute events, for members to network professionally with peers that value the non-profit difference and have a commitment to quality.

### Advocacy

- Continued to contract with Tom Bauer, Aging Services legislative counsel, to help provide leadership in the public policy arena.
- Provided information of public policy initiatives to Aging Services board members at board meetings.
- Provided Aging Services members information on public policy issues through monthly articles in the *Coffey Break*.
- Maintained a strong, diverse, public policy committee with resident membership.
- Delivered testimony to various General Assembly committees.
- Monitored HB 850 (new assisted living legislation) and provided leadership working through many issues. We continue to participate in the assisted living task group with other associations, DCH, and Governor's staff regarding this legislation.
- Responded several times to request from DCH for suggestions regarding new regulations for memory care units in assisted living.
- Continued dialogue regarding licensure of adult day services in Georgia.
- Met with key staff of the Department of Community Health and arrived at an agreement concerning the implementation of some critical aspects of the CON process related to CCRCs as contained in SB 433, enacted in 2008.
- Monitored the CON process to fully implement the legislative intent of the CCRC provisions of SB 433.
- Continued meeting with CCRC DOI task group to clarify legislation.
- Established ongoing dialogue with key Department of Insurance officials.
- Conferred with the Chair of the House Insurance committee, recruited a sponsor and oversaw the introduction of HB 843 to reform and modernize the regulation of CCRCs.
- Held a forum on CCRC issues with national experts making presentations
- Formed a task force to review assisted living issues.
- Participated in Senior Week at the Capitol by hosting Aging Services of Georgia Day. Seniors and member staff dialogued with legislators.
- Monitored legislative issues that would impact members, the residents and clients.

### Member Services

- Recruited 12 NEW provider members and 29 NEW associate business firm members into the Association.
- During 2009, our Web sites continue to evolve as important tools for presentation and sharing of information.
- Upcoming Events, Job Mart, and For Members are all frequently visited areas.
- Increased members understanding of complex cutting edge information impacting the future of aging services and older Georgians through the monthly Coffey Break e-Magazine and Web site materials.
- Enhanced member marketing program by listing organizations in the 7th edition of the Non-profit Resource Guide and Association's Membership Directory.
- Tracked pertinent issues affecting the delivery of quality care for our healthcare and nursing membership base via the Aging Services of Georgia LIFELines e-publication.
- Enhanced member bottom-line, by linking them to valuable Group Purchasing and Shared Services Programs through the Aging Services of Georgia/AAHSA partnership.
- Hosted professional Listservs and networking luncheons during every educational session to enrich peer-to-peer sharing of information for incredible organizational outcomes.
- Administered the 2009 Salary/Benefits Survey to keep our members competitive in the field of aging.
- Changes taking place in the Center for Positive Aging are reflected in important changes in the Web site, particularly the search capabilities for Quality Providers state-wide.
- In the months to come, the Association will roll out SHAREpoint which promises to be an important tool for enhancing communication and information sharing among members.

The Institute is able to offer affordable, quality training due to the generosity of the following sponsors:

**Partners:** Occupied Renovations, Cornerstone Senior Living, Moore Stephens Lovelace, P.A.

**Supporters:** Ziegler Capital Markets Group, Mauldin & Jenkins, LLC, LW Consulting, Inc., Guest Services, Dixon Hughes, Pfizer

**Friends:** The Law Firm of Williams & Edelstein

**Contributors:** Canterbury Court, HVAC Services, Kings Bridge Retirement Center, Presbyterian Village, Presbyterian Homes of Georgia, THW Design

### The Georgia Institute on Aging

- 1,832 people participated in 37 events in 2009. Among these were forums, symposiums, quarterly luncheons, and conferences.
- Our Annual Conference met in Augusta, GA with a leadership focus and it exceeded all expectations.
- The 7th Annual Service Coordinators' and our 2nd Nursing Leadership Conference, held in Peachtree City, Georgia—once again delivered national quality educational sessions.
- AgingServicesNEXT 2009, a program to prepare emerging leaders had 20 participants involved in this leadership development training intensive, which met 5 full days throughout the year.
- These events were led by a variety of presenters drawn from an institute faculty of 96 from 17 states.
- Hosted National AAHSA Ambassadors Training on Long Term Care Insurance Policies.
- PEARLS Mental Health Demonstration Project on Problem Solving Therapies (17 Member communities trained via Healthcare Georgia Grant). PEARLS is an evidence-based training curriculum on modifying mental health behaviors in older adults.
- AmeriCorps VISTA volunteer application approved for 5 staff persons; 67 new volunteers/trainers were recruited, which served 209 low-income older adults, and raised \$8,755 via in-kind and cash donations.
- Inaugural Las Vegas Night Fundraiser.

### Center for Positive Aging

- Set up a new Board of Directors and developed new By-Laws to be the consumer arm of the Association.
- Expanded the Center to become statewide.
- Developed and launched a new Web site for the Center focusing on consumer education information and providing consumers with a list of Quality Providers throughout the state.
- Started building a base of resources for Quality Providers around social accountability, caregiver/caregiving information and trends, and tools to access and develop quality organizations.



Aging Services of Georgia is the nonprofit association that represents over 150 key providers of mission-driven, quality-focused organizations dedicated to providing services that people need, when they need them, in the places they call home. Approximately 4,700 staff serve over 126,800 older Georgians each year. Our members provide the continuum of aging services in Georgia: adult day services, home & community-based services, affordable and senior living housing, assisted living communities, continuing care retirement communities, nursing homes and hospice care. These providers are committed to advancing the vision of healthy, affordable and ethical long-term care for older Georgians.

