

# Pennsylvania Alliance of Retirement Community Residents

Joan W. Martin, Newsletter Editor parcrpost@parcr.org

### The PARCR POST

Welcome to *The* **PARCR** *POST's* October 2024 newsletter, featuring the following: **President Bob Newell** shares information with members about past and future activities of the organization and Board and staff position changes. <u>Click here</u>

**Operations Director Susan Martin** welcomes members to participate in an inperson Quarterly Meeting at Pleasant View Communities in Manheim, PA on October 9, 2024. Zoom will also be available. She notes that members must register by September 30, 2024 for this meeting, and that online registration is now available. Click here

**Upcoming Meetings** are previewed, and a request for flag donations for Avenue of Flags is described. <u>Click here</u>

**Legislative Affairs Director Joan W. Martin** reviews the enacted state budget and the Legislative Priorities of our partner, LeadingAge PA. <u>Click here</u>

**Information Sharing:** Pleasant View Communities shares information about their community. <u>Click here</u>

PARCR Leadership Team: PARCR Board, Officers and Volunteer Staff. <u>Click here</u>
The January 2025 edition of *THE* PARCR *POST*, Issue 11.3, will be released in late
December, 2024. If you have an item to contribute, please ask your Community's
Staff Contact Person to email <u>parcrpost@parcr.org</u> for details and guidelines. The
deadline will be December 13, 2024.

# THE PARCR POST

A QUARTERLY NEWSLETTER FOR

PENNSYLVANIA ALLIANCE OF RETIREMENT COMMUNITY RESIDENTS

### **President's Message by Bob Newell**

Our July meeting at Quincy Village was well attended with over ninety-six attendees from 26 PARCR communities and numerous Zoom participants. Attendance and interest continues to grow as PARCR addresses issues that are important to our communities and residents. Nick Patel, President of Thrivewell Tech, presented "How Artificial Intelligence and Other Emerging Technologies can Help Seniors Live Longer". It was well received with a good amount of discussion during the presentation. (continued on page 2)

#### **Quarterly Meeting**

October 9, 2024 at Pleasant View
Communities in Manheim, Lancaster
County

10:00 Social Time with coffee and refreshments

10:30 to 12:30 in-person meeting (also by Zoom)

12:30 Lunch for those preregistered

1:15 Tours or NaCCRA Update

**Presenter: Brian Roche, WGAL** 

Topic: Frauds and Scams Impacting
Seniors

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Pennsylvania Alliance of Retirement Community Residents

#### **VISION STATEMENT**

Recognized as an enhanced educational and informational environment for PA CCRC residents

#### **MISSION STATEMENT**

Promote the exchange of ideas, education, and civic responsibilities of CCRC residents and encourage them to aid in decision making within their communities





It demystified what Artificial Intelligence (AI) is and how it may be used. (If you were unable to attend the meeting, the complete presentation is posted on the PARCR.org website under the Events tab).

Joan W. Martin, Vice President and Legislative Affairs Director, presented "Where We Are Headed on Advocacy" including highlights of the Strategy Session we had to fine tune the objectives and focus of PARCR for the coming year. It is also available on the PARCR website. A summary of the strategy session is below.

# Strengthen Relationship Between LeadingAge PA and PARCR

- Sharing of initiatives between organizations
- Voter Voice How to communicate the importance of the tool and how it is used.

# Community and Individual Membership Growth

- How to identify and solicit new members
   Resident Bill of Rights
- What is the value of it?
- Why is it needed?

# Resident Membership on Community Boards

- Resident Board Members need full voting rights.
- How communities pick Board candidates
- How do Boards select from candidates

#### **Medicaid Reimbursement**

- Continue to advocate for payments to cover more of the actual cost of care
- Pay for performance Is there a way for communities to be rewarded for higher performance in their health care system?

#### **PARCR Economic Value Project**

- How does PARCR show its strength and value in communities?
- How do we effectively tell our story? While this is an extensive list of items, the PARCR Board has already started to work on a number of the objectives, namely, PARCR growth, communications between PARCR and LeadingAge PA, and reviewing how other states compensate CCRCs' Medicaid reimbursements for higher performers.

Regarding the Economic Value Project, I am still waiting for some communities to submit their financial numbers. If you have not already sent them to me, please forward your community's information as soon as possible. Thank you to those who have submitted them. (continued on page 3)





(continued from page 2)
As plans develop and actions occur, we will keep the members informed and up to date.

#### PA Dept. of Insurance in January

We look forward to hosting Karen Veronikis of the Pennsylvania Department of Insurance at our January 8, 2025 meeting at Bethany Village in Mechanicsburg. She is Chief of Market Analysis and CCRC for the Department.

#### **Estate Planning in April**

We look forward to hearing about "Debunking the Myths of Estate Planning" from Craig Hatch, certified Elder Law attorney, on April 9, 2025 at Messiah Lifeways in Mechanicsburg.

#### **Board and Volunteer Staff Changes**

Please see the chart on page 10 for the current Board and Volunteer staff. Two Board of Director positions are open and we welcome nominations for consideration at our December 9, 2024 Board meeting.

Also, you will see that the staff position of Meeting Coordinator has now been filled by past president, Lowell Starling, and the new Program Director is John Berk. Thank you to these two gentlemen for stepping up to ensure that PARCR members continue to have great quarterly meetings. We invite the membership to submit ideas for meeting topics or speakers for Board consideration to John Berk at program@parcr.org.

We welcome new member, Tel Hai Retirement Community to PARCR . Tel Hai is in Honey Brook in Chester County.

PARCR is excited about our next quarterly meeting presentation on October 9, 2024, by Brian Roche, Investigative Reporter and Anchor, WGAL entitled "Frauds and Scams Affecting Seniors". See page 4 for more information about our meeting at Pleasant View Communities.

See you there!

Bob Newell President





The October Quarterly Meeting will be held at Pleasant View Communities in Manheim on October 9, 2024. Members will again have the opportunity to attend the meeting in person or view the meeting virtually through Zoom. Brian Roche, WGAL Investigative Reporter, will address Frauds and Scams Affecting Seniors. In addition to Brian Roche's presentation, Robert Newell, PARCR President, will provide an update on the strategic goals for PARCR. You, as members, play a critical role in moving PARCR forward building the benefits of educational opportunities, advocacy, community building, and the overall quality of life for CCRC residents. Recently the member communities were asked to submit economic information of their community from the previous year and comparative information of 2013 and 2023. The information gathered will be summarized to show policy-makers and other key individuals the impact the member CCRCs have on their local communities and the Commonwealth in serving seniors.

The registration for the October Quarterly Meeting opened on Monday, September 16 and closes on September 30 for online and mail in registrations. Registration information, the meeting agenda, and directions to Pleasant View Communities was sent to members by email. You are reminded that you can register only one person per form. The registration payments submitted by mail should be made payable to PARCR. Please note that the price of lunch is \$18 for the October meeting. We request that you indicate the registrant's name and email address rather than the payee's email address when paying with a credit/debit card.

Please contact me at the email above with any questions.

Susan Martín

**PARCR Operations Director** 



### **Upcoming Meetings**

#### January 8, 2025 Quarterly Meeting

The January meeting will be held at Bethany Village in Mechanicsburg, PA. The keynote speaker will be Karen Veronikis, Chief of Market Analysis and CCRC, PA Department of Insurance. In addition, we will get updates from LeadingAge PA and NaCCRA. Also, a Bethany Village representative will give us highlights of their community.

Quarterly PARCR Meeting Date	Meeting Location	
Wed. April 9, 2025	Messiah Lifeways, Mechanicsburg, PA	
Wed. July 9, 2025	Londonderry Village, Palmyra, PA	
Wed. October 8, 2025	To Be Announced	

If your community has the needed facilities and is willing to host a meeting, please contact the meeting coordinator, Lowell Starling, at mtgcoord@parcr.org. Information on the facilities, equipment and services needed to host a meeting will be provided to the interested host communities.

#### **Avenue of Flags**

Indiantown Gap National Cemetery began serving the veteran community in 1982. The Indiantown Gap National Cemetery Memorial Council supports the Cemetery and sponsors Memorial Day and Veterans Day activities, as well as the Avenue of Flags. This is a presentation of flags that are interment flags donated to the Cemetery in honor of a deceased veteran for the purpose of flying on flag holidays. Our Avenue of Flags commemorates our fallen; to pay homage to those men and women who served their country. The Council is seeking donated flags to extend the display and to replace worn flags. These flags may be the interment flag from any veteran or active duty person, no matter where they are buried. To make a donation, contact Raymond A. Vaughan at 717.361.4065, or rvaughan432@comcast.net.





# Joan W. Martin PARCR Legislative Affairs Director legislative@parcr.org

The Pennsylvania General Assembly recessed until September 23, 2024 after completing their work on the budget.

On July 11, 2024, the Pennsylvania General Assembly passed, and Governor Shapiro signed, a \$47.6 billion budget for the Commonwealth that includes funding for a number of Medicaid programs. The budget represents a 6% increase over the previous year's budget. Programs that support seniors in nursing homes received an appropriation of \$134 million which provides for a 7.04% increase to the base rate paid to providers for services. This represents a significant achievement for Pennsylvania's aging services sector that has been critically underfunded for many years. The urgency of the need for this funding is underscored by nursing facility closures and bed decertifications in recent years due to insufficient reimbursement rates and workforce pressures. The funding will help nursing facilities address new staffing requirements that took effect on July 1, 2024.

Representatives of PARCR assisted LeadingAge PA with their advocacy efforts during this budget cycle, including attending their press conference/rally on June 4, meeting with elected officials, and using the Voter Voice function to send advocacy messages.

The members of PARCR will continue to work with our partner, LeadingAge PA, on their 2024 Legislative Priorities that affect our communities and seniors in general.

#### They are:

- 1) Mitigate the Workforce Crisis
- 2) Invest in the Aging Services Continuum
- 3) Remove Barriers to Accessing Quality Care LeadingAge PA's mission is "advocating to advance the evolving continuum of aging services in Pennsylvania". For more information, please visit their website at www.leadingagepa.org.

The legislative session will conclude at the end of the year and new members will be sworn in on January 7, 2025.

Please reach out to me (address above) or to Austin Cawley at <a href="mailto:acawley@leadingagepa.org">acawley@leadingagepa.org</a> with questions.

Joan W. Martín

PARCR Legislative Affairs Director



#### **Engaging With The Community**

For many years, Pleasant View was known as the nursing home in the countryside, providing excellent care to seniors away from the hustle and bustle of town and activity. While Pleasant View today still is surrounded by beautiful farmland, it has transformed and grown into so much more than the rest home up on the hill. The restaurant, fitness center, thrift boutique, and walking trails are enjoyed by residents, staff, and the outside community, making Pleasant View a destination and meeting spot for many local Manheim residents and beyond. The latest expansion is expected to draw more community members to the Pleasant View campus. After many years of planning and raising funds, the Kreider Farms Cultural Center is finally being constructed. The Cultural Center will include a large event space that will host a number of activities for Pleasant View, and will also be available to be rented for weddings and other occasions. On the other side of the building will be the new home for the Manheim Community Library. The building is scheduled to be completed in spring of 2025. This build is part of a larger project to transform the Hoffer Farm, owned by the founder of Pleasant View, Edna Hoffer. This project will eventually include a makerspace, orchards, expanded walking trails, and more.



Construction of the Event Space

(continued on page 8)



#### (continued from page 7)

The spirit of growing food and giving back to the community that is at the heart of the Hoffer Farm Project, is already in effect with the help of hydroponic gardening. Resident volunteers help in growing and harvesting lettuce and herbs in one of the maintenance barns where the hydroponics garden is located. Hundreds of heads of lettuce are routinely donated to the Central PA Food Bank, and greens are also used in the Hearth and Harrow restaurant.



Produce headed to the Food Bank

Another way that Pleasant View is invested in the greater community, as well as fostering multigenerational relationships, is the partnership with OneLife Institute. For the past four years, Pleasant View hasn't just been home to seniors. In a renovated floor of the healthcare unit, a number of college-aged students have lived and studied on the Pleasant View campus as part of OneLife's gap year program. In August, twenty-six new students moved in for the 2024-2025 school year. College credits are earned through Cairn University. (continued on page 9)



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In addition to classes and a variety of trips that fill the students' schedules, they also serve in various places around campus; helping with activities, transporting residents, and much more. Pleasant View residents and staff members also have the opportunity to partner with a student as a PV Pal, mentoring the students throughout the year.



students and a PV resident

### PARCR LEADERSHIP TEAM

OFFICERS	BOARD MEMBERS	VOLUNTEER STAFF	ADVISORS/OTHERS
President	Gene Burk	Legislative Affairs Director	Jonathan Hollinger
Robert Newell	Village at Kelly Drive	and Newsletter Editor	President/CEO
Moravian Manor	Keith R. Stuckey	Joan W. Martin	Pleasant View Communities
	Moravian Manor	Homestead Village	
Vice President	Karen Overly Smith	Operations Director	Steve Lindsey, CEO
Joan W. Martin	Messiah Village	Susan Martin	Garden Spot Communities
Homestead Village	Mike Vandenberg	Normandie Ridge	Larry Zook, President/CEO
	Kirkland Village		Landis Communities
Secretary	Jim Markell	Program Director	Marketing Director
Monte Avery	Quincy Village	John Berk	Bob Swain
Bethany Village	Lowell Starling	Meeting Coordinator	
	Bethany Village	Lowell Starling	
Treasurer	John Berk, PhD	Board Member	Webmaster
Dale Meadowcroft	Masonic Village	Vacant	Dale Meadowcroft
Bethany Village	Barbara Berk	Board Member	Bethany Village
	Masonic Village	Vacant	

## **OFFICIAL WEBSITES & CONTACTS**

LeadingAge PA: www.leadingagepa.org

Austin Cawley, Director, Legislative Affairs

NaCCRA (National Continuing Care Residents Association): www.naccra.com

Daniel A. Seeger, Past President and PARCR Representative

### THE PARCR POST INFORMATION

**THE PARCR POST** is a quarterly newsletter for **PENNSYLVANIA ALLIANCE OF RETIREMENT COMMUNITY RESIDENTS**. Its purpose is to share PARCR information and ideas/happenings from PARCR member CCRCs. If you are a PARCR Member Community Staff Contact and would like to share an article of interest from your community, contact the editor at parcrpost@parcr.org.

THE PARCR POST parcrpost@parcr.org





Joan W. Martin Editor