

2010 McKnight's



CareerGuide

In these uncertain times, managing your career is more important than ever. The following pages offer news, information and perspective you'll need to get ahead

Grow with the flow

The need for professionals in this field cuts across almost every level

Continuing to get better

Continuing education is taking many forms in this market

E-learning is changing the game

Electronic options are improving the ways people get better at what they do

Biggest of the big

The leading firms are looking to get even bigger, with your help

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LONG-TERM CARE NEWS

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CareerGuide

From the editor

To some, a Career Guide for eldercare professionals might seem to be an oxymoron. For too long, employment in this field has been undermined by low pay, low prestige, limited opportunities for career growth—and inadequate training.

But hopeful signs are beginning to emerge.

At a time when many other sectors are looking to trim payrolls, the demand for competent help in eldercare continues to explode. The need is especially acute for administrators, registered nurses, certified nurse assistants, licensed practical nurses, direct caregivers, physical therapists, occupational therapists, social workers, speech therapists and activity professionals, to name a few.

And as the nation's population of frail seniors continues to escalate, demand will only heighten in the years ahead. Clearly, those who fine-tune and enhance their abilities will have an advantage. They will be viewed as more valuable, and will gain an edge when opportunities to advance arise.

The *2010 McKnight's Career Guide* examines why eldercare is a meaningful career choice that offers significant rewards. It offers an overview of the current reality, and also examines emerging career-development options. We've also included a handy listing of the field's largest employers. Whether you're a seasoned pro or just getting started, we hope you'll find reason for optimism in the pages ahead.

John O'Connor, Editorial Director

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As other parts of the economy have lost jobs, demand has increased in eldercare. In fact, the outlook in this sector has never been better. Here's why.

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Electronic learning tools are expanding horizons for professionals at every level. With advantages such as easy access, convenience and a wide selection of topics to choose from, it's no secret why.

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McKnight's

Grow with the flow

The need for pros is rising, and those who plan ahead will make faster progress



By John Andrews

The economy's misery may be long-term care's gain. As jobs have continued to disappear—many permanently—the pool of available job candidates for skilled nursing, assisted living and seniors housing has continued to swell.

But is this a cause for optimism in the industry? Do long-term care leaders finally see the decades-long labor shortage coming to an end? Perhaps it is too soon to make that declaration, but there is reason to believe the situation is improving. The Bureau of Labor Statistics projects that nearly 600,000 new jobs for registered nurses will be created by 2018. Estimates balloon to 3.5 million by 2030 just to maintain the current ratio of providers to the total population. Moreover, the bureau also lists home

health aides and nurse aides among the 10 fastest growing job segments in the economy.

It stands to reason that long-term care would see its ranks grow accordingly as the workforce migrates to healthcare. The industry needs to take advantage of these potential new workers, says Katherine Lehman, manager of public affairs for the American Health Care Association.

“Long-term care facilities and assisted living residences can capitalize on a possible influx of workers by implementing more on-the-job training opportunities and increasing the availability of career ladder programs to ensure greater retention,” she said.

A detriment to the industry however, is the limited supply of nurses from nursing school, Lehman said.

“The severe lack of nurse educators greatly hin-

ders the number of applicants nursing schools can accept, which drastically cuts down on the amount of qualified nurses coming into long-term care,” she said. “The nursing crisis in America must be addressed by lawmakers to ensure that both current and future generations have the qualified individuals they deserve to provide them a high level of quality care.”

While some markets have seen an increase in long-term care job applicants, overall growth has been sporadic so far, observes Mike Mutka, president and COO of Charlottesville, VA-based Silverchair Learning Systems.

“The reaction has been mixed – in some markets we find facilities indicating that they are seeing many more applicants for open positions, but this has not been the case across the board,” he said. “In general, it takes a special kind of individual who is willing to provide personal care to another person, so moving into a caregiving role is not viewed the same as trying a new role in a retail, hospitality, restaurant or administrative setting. The challenge for facilities trying to recruit is to demonstrate that new employees will receive the training and support they need to transition successfully into a caregiving or frontline support role.”

Tamar Abell, principal of Skokie, IL-based Upstairs Solutions says she has not seen strong interest in long-term care yet, but concedes that it may be due to a lack of job training.

“They may be willing to consider long-term care but do not have the qualifications and there is limited space in the programs that offer training,” she said. “Federal and state regulations as well as facility quality demands are placing more expectations on staff to be trained, educated and held accountable for quality of care to minimize risk and meet legal requirements.”

PCAs and CNAs

As the Bureau of Labor Statistics data suggests, personal care aide jobs in assisted living and home care are poised for major growth, said Sharon Brothers, president and CEO of Oregon City, OR-based aQuire Training Solutions.

“This is a new job classification and a new area of need for training standards,” she said. “Our company is actively involved in developing standards for training PCAs as well as providing a comprehensive training program. Professionalizing this aspect of long-term care is vital for addressing the huge growth in need for PCAs in the coming years.”

The ranks of certified nursing assistants also seem ripe for robust growth. Brothers’ firm provides an

“Many of our clients have started to show that they are more dedicated to professional development than ever.”

*Mike Mutka,
Silverchair Learning
Systems*

online CNA course in partnership with a number of long-term care facilities throughout Oregon. She says due to the scarcity of jobs elsewhere, more CNAs are staying in the field. Although lower census in facilities sensitive to the real estate slump has lessened the demand for CNAs, Brothers calls it “a temporary condition, certainly, and one that is likely to change very soon.”

Enrollment rising

Apart from the long-term care environment, other training grounds such as community colleges, hospitals and vocational schools are seeing “a significant increase” in the number of students enrolling in CNA courses, Brothers said. The online option is especially popular, she said, because “it fits for many students who need to work while they study, but it is also more flexible for students who have family, travel or other restrictions.”

In addition, workforce education money is available to unemployed individuals who are trying to enter healthcare as a CNA. Cascade Medical School in Portland, OR, works with aQuire and coordinates a training course with several local organizations, Brothers said.

“It has been a great community partnership and a model we plan to replicate all over Oregon in 2010,” she said. “We also plan to take the online CNA course to other states in the coming year, as the need is great for flexible, accessible training.”

Despite a reputation of providing low wages, facilities can get job candidates to look past the compensation issue by showcasing advancement opportunities, Mutka said.

“Our clients tell us they recognize that the compensation and benefits package is only one dimension of the job,” he said. “Many of our clients have started to show that they are more dedicated to professional development than ever, using career laddering and leadership training to encourage and attract candidates who are more qualified and looking to stay and grow with an organization. It’s a solid strategy, especially if organizations already have an effective training program in place. Adding programs that encourage retention and professional development show a level of care and investment in employees, which is attractive to both current and potential staff.”

Organizations also are successfully using incentive programs to encourage entry-level workers to seek certification and training as well as bringing in candidates currently undergoing training as resident assistants. ■

Upgrading the workforce

Extra education boosts employee professionalism

By John Andrews

Despite its long-held reputation as a workplace of last resort for job seekers that only offers low-wage, low-skill positions, the long-term care field is actually a dynamic educational environment for employees. And as the sector's labor needs continue to mushroom alongside the aging population, so should training and advancement opportunities, career specialists say.

Job creation in long-term care is expected to continue climbing as the elderly population expands each year. Over the past decade, the American Health Care Association estimates the number of long-term care jobs has risen by a steady 26% in America's nursing homes and a whopping 67% in assisted living communities.

"A growing need for jobs will undoubtedly lead to more educational opportunities, career growth and skill specialization development," said Katherine Lehman, AHCA manager of public affairs. "As long-term care attracts individuals with a diverse set of skills and education levels, facilities must strive to ensure that there are educational opportunities available for all rungs of the career ladder."

Training programs for direct care workers, leadership development and career ladder training are all initiatives that foster the growth and development of the diverse long term care workforce, Lehman said.

"Long-term care professionals should also focus on the ever-evolving options for care and treatment of more acute care and in the intricacies of caring for Alzheimer's and rehabilitation patients," she said. "There is also a great need for more specific training in geriatrics, especially attracting younger and newer nurses and nurse aides to this vital field."



However, Diane Heasley, RN, vice president of clinical services for Paterson, NJ-based DermaRite Industries, cautions that on-the-job education—while necessary—cannot be the sole responsibility of the director of nursing.

“When I was a DON, I didn’t have time to go to the bathroom—how could I possibly be an effective educator?” she said.

New needs

Among the emerging new training needs are for instruction on “soft” skills and leadership abilities, said Mike Mutka, president and COO of Charlottesville, VA-based Silverchair Learning Systems.

“These are becoming increasingly important in senior care, especially assisted living, which tends to follow more of a hospitality model,” he said. “Seniors are staying in their homes as long as possible, so in order to make assisted living communities more attractive, organizations need to promote their excellent service, personal level of care, and overall pleasant environment to attract residents. Employee training in assisted living relies on more than standard regulatory training. In general, training that helps facilities teach employees how to lead and manage more effectively and deliver better customer service are going to be critical to long term success.”

Heasley agrees that leadership is a critical area that needs to be addressed.

“One could argue leaders are born, but I disagree,” she said. “They are mentored and nurtured by individuals who have been well groomed. Think about it – schools of nursing have cut their clinical time. A new grad with limited experience can easily get a job on an “off” shift in skilled care and is suddenly responsible for 60 residents and their meds, their treatments, their overall needs. Yikes. Admissions occur mostly on the off shift. Do you think that could overwhelm and sour a new grad? Indeed. This is a story I hear everywhere I travel.”

Holistic assessment and care are two other key areas for skilled nursing facility caregivers to learn, Heasley said.

“Our residents are much sicker than before—assisted living does not have certified caregivers and skilled care is insanely busy,” she said. “If my licensed staff is weak in assessment, they can feel quickly overwhelmed and defeated.”

Residents also are becoming more ethnically and culturally diverse. As a result, that has created a need for staff to be more sensitive to that fact, said Sharon Brothers, president and CEO of Oregon

“Increasing the supply of qualified nurses is key to the provision of high quality care.”

*Katherine Lehman,
AHCA*

City, OR-based aQuire Training Solutions.

“This is vital for the emerging needs of more culturally diverse clients, as well as the recognition that many caregivers are from culturally diverse backgrounds,” she said. “Bariatric care for obese residents is also an emerging area of study, especially for caregiver-level training. We have seen a significant increase in the number of bariatric individuals who must be cared for, and who have unique care-related needs.”

Other crucial training topics, Mutka said, are liability, disease management and customer service.

While the outlook for attracting more and better qualified job candidates is promising, nurses currently remain in short supply, Lehman said.

“One thing that must be addressed for the future is combating the current nursing shortage that exists in all aspects of healthcare,” she explained. “Increasing the supply of qualified nurses is key to the provision of high quality care in nursing facilities and assisted living residences.”

Even so, job classifications are evolving, creating new work dimensions within the field.

One of the emerging occupational titles is clinical nurse specialist, who provides direct patient care, expert consultations and also works directly with staff. Other specialties, such as geriatric nurse practitioners, have recently become more popular, despite the fact that they are not new to the profession, Lehman said.

Climbing the ladder

Employers also need to structure their educational programs so that they cater to the widest audience possible, she said, ranging from English as a Second Language courses to career ladders that aid a certified nurse assistant to become a registered nurse.

“As mentoring programs, electronic tools and educational programs become even more specialized, the long-term care workforce has seen all levels of our diverse population afforded the opportunity to further their careers,” Lehman said.

Employee training is relying on more than standard regulatory training as technology creates more advancement opportunities in long-term care facilities today, Mutka noted.

“There are absolutely more career ladder programs today for CNAs than there were 10 years ago,” he said. “There are also more online opportunities that allow licensed practical nurses to advance to RN and RNs to get their bachelor’s or master’s degrees at their own pace.” ■

E-learning: Catalyst for advancement

Online courses are offering a fast, easy way to gain new skills and insights



By John Andrews

Electronic learning tools have greatly expanded the horizons of long-term care education and advocates believe it will be the main catalyst for career advancement going forward. Online courses provide accessibility, convenience, a wide breadth of subjects and enhanced efficiency in the training and certification process as well as appealing to a computer-savvy younger generation.

To be sure, “e-learning” tools are poised to make a great impact on career education and offer tremendous appeal for entry-level workers who could not improve themselves otherwise. Ironically, the

electronic revolution originally faced a skeptical audience in long-term care, said Mike Mutka, president and COO of Charlottesville, VA-based Silverchair Learning Systems.

“Many of our clients were not comfortable with technology when we first came on the market. It wasn’t unusual to hear from a DON that her CNAs were threatening to quit because they had no idea how to use a computer and they were scared,” he said. “A year later, we would check in and those same CNAs had purchased their own computers or were pursuing further training because it was made available by the facility. Technology is an incredible

eye-opener for any age or skill level.”

Sharon Brothers, president and CEO of Oregon City, OR-based aQuire Training Solutions, credits the wide availability of high-speed Internet access as e-learning’s enabling force.

“It has made online training an option for the first time in many long-term care facilities,” she said. “As individuals gain comfort with technology they have also increased their access to many different training opportunities.”

To illustrate how far online education has come in a short time, Brothers said her company offered less than a dozen continuing education unit courses in 2003. By 2009, the number had grown to 40, comprising more than 170 hours of CEU course credit. Moreover, in the past decade the company launched online programs dedicated exclusively to long-term care career preparation and training.

“We have found that students are seeking an opportunity to get their CEUs in an accessible, affordable manner and gain skills in their work tasks,” Brothers said. “I believe people will become increasingly demanding of online training in the coming decade as it shifts from being ‘new and innovative’ to being a part of the acceptable educational landscape.”

Variety of formats

Advancements in broadband and wireless communications technology have paved the way for various lively electronic training formats, such as video conferencing, webinars and interactive computer courses. Brothers calls it an “edu-tainment” style of learning.

Yet “the most popular formats are not necessarily the most effective,” counters Edwin Giles, director of business development for Bountiful, UT-based *CEUnow.org*.

“Many organizations are gravitating towards a format that allows their associates to be able to ‘check-off’ the requirements, but they don’t really effectively change behaviors or affect better living and care for residents,” Giles says. More enlightened organizations are embracing courses and technologies that require real thought and affect positive change in the level of care provided to their residents.”

Overall, education specialists contend that video conferencing and webinars are more appropriate as meeting tools than for academic use.

“It is very easy to get enticed by slick-looking technology that may look entertaining and sophisticated, but it is not necessarily any more educa-

“I believe people will become increasingly demanding of online training in the coming decade.”

*Sharon Brothers,
aQuire Training
Solutions*

tionally effective,” Mutka said. “Keeping it simple, interactive, easy to use and very accessible are the keys to success.”

Online learning management systems such as Silverchair’s use a combination of prepared course texts, pre- and post-tests and record tracking to help employers develop staff growth plans and help employees keep up with certifications.

Program deployment

Facilities looking to initiate or bolster e-learning curricula can find a variety of useful resources to assist them, said Katherine Lehman, manager of public affairs for the American Health Care Association.

“Internal educational specialists would be the best way to ensure programs meet the legal, training and cultural needs of an organization,” she said. “Trade associations are very useful in acting as a clearinghouse for sourcing and for presenting best practices.”

Employers also need to realize that the choice of when to engage in e-learning “is driven first and foremost by the employee and what fits their life and schedule,” she added. “If this occurs during company time, it can prove to be opportune, ensuring compliance and consistency. Motivated employees will use other times to improve themselves.”

Tamar Abell, principal of Skokie, IL-based Upstairs Solutions, maintains that “it is extremely costly and time-consuming” for facilities to develop their own e-learning modules and recommends partnering with a company that specializes in the field. When considering a potential partner, Abell says facilities should insist that a company have an extensive library, deep curriculum and the ability to provide specific custom content for the program.

Professional course designers also provide the most interesting lesson plans, Brothers said.

“Otherwise you may end up with acres and acres of documents and boring content placed on a Web site and called e-learning, but without the engaging, emotional component of truly effective e-learning courses,” she said.

In Mutka’s view, the most important questions to ask when evaluating online training systems are, “Can you show me how I would do that?” and, “Do you have references and data documenting the track record of successful clients?”

“As online learning grows, more companies are coming into the market, making claims and flashy presentations,” he said. “But ‘show me’ and track records do not lie.” ■

The industry's

Nursing home employers

Rank/chain	Chief officer	Beds/units	Address	City	Zip	Phone
1. HCR Manor Care	Paul Ormond	38,140	333 N. Summit St.	Toledo, OH	43604	(419) 252-5500
2. Golden Living	Neil Kurtz, M.D.	33,351	1000 Fianna Way	Fort Smith, AR	72919	(479) 201-2000
3. Life Care Centers of America	Forest Preston	29,367	3570 Keith St., NW	Cleveland, TN	37312	(423) 476-3254
4. Kindred Healthcare	Paul Diaz	28,525	680 S. Fourth St.	Louisville, KY	40202	(502) 596-7300
5. Genesis Healthcare	George Hager Jr.	27,947	101 E. State St.	Kennett Square, PA	19348	(610) 444-6350
6. Sun Healthcare Group	Richard Matros	23,345	18831 Von Karman, Ste. 400	Irvine, CA	92612	(949) 255-7100
7. Extencare REIT	Timothy Lukenda	18,157	111 W. Michigan St.	Milwaukee	53202	(414) 908-8000
8. Evangelical Lutheran GSS	David Horazdovsky	13,409	4800 W. 57th St.	Sioux Falls, SD	57117	(605) 362-3100
9. National HealthCare Corp.	Robert Adams	9,772	100 Vine St.	Murfreesboro, TN	37130	(615) 890-2020
10. Skilled Healthcare Group	Boyd Hendrickson	9,373	27442 Portola Pkwy., Ste. 200	Foothill Ranch, CA	92610	(949) 282-5800
11. Daybreak Venture	Michael Rich	8,085	401 N. Elm	Denton, TX	76201	(940) 387-4388
12. Signature Healthcare	E. Joseph Steir, III	7,908	2979 PGA Blvd.	Palm Beach Gardens, FL	33410	(561) 627-0664
13. UHS-Pruitt	Neil Pruitt Jr.	7,238	1626 Jeurgens Ct.	Norcross, GA	30093	(706) 279-6200
14. Complete HealthCare Resources	Peter Licari	7,219	200 Dryden Rd., Ste. 2000	Dresher, PA	19025	(215) 441-7700
15. Petersen Healthcare	Mark Petersen	6,364	830 W. Trailcreek Dr.	Peoria, IL	61614	(309) 691-8113
16. Five Star Quality Care	Bruce Mackey Jr.	6,278	400 Centre St.	Newton, MA	02458	(617) 796-8387
17. Advocat	William Council III	5,773	1621 Galleria Blvd.	Brentwood, TN	37027	(615) 771-7575
18. Trilogy Health Services	Randall Buford	5,680	1650 Lyndon Farm Ct.	Louisville, KY	40223	(502) 412-5847
19. American Senior Communities	James Burkhart	5,488	6900 S. Gray Rd.	Indianapolis	46237	(317) 788-2500
20. Covenant Care	Robert Levin	4,860	27071 Aliso Creek Rd., Ste. 100	Aliso Viejo, CA	92656	(949) 349-1200
21. Nexion Health Management	Francis Kirley	4,859	6937 Warfield Ave.	Sykesville, MD	21784	(410) 552-4811
22. Alden Management Services	Floyd Schlossberg	4,642	4200 W. Peterson Ave.	Chicago	60646	(773) 286-3883
23. Life Care Services	Ed Kenny	4,106	400 Locust St., Ste. 820	Des Moines, IA	50309	(515) 875-4500
24. Encore Healthcare	Timothy Nicholson	3,800	7150 Columbia Dr., Ste. J	Columbia, MD	21046	(443) 539-2350
25. Revera Health System	Stuart Lindeman	3,732	19 Tuttle Pl.	Middletown, CT	06457	(860) 347-6300

Source: American Health Care Association, 2009

top employers

Assisted living employers

Rank/chain	Chief officer	Beds/units	Address	City	Zip	Phone
1. Sunrise Senior Living	Mark Ordan	49,841	7902 Westpark Dr.	McLean, VA	22102	(703) 273-7500
2. Emeritus Corp.	Dan Baty	32,000	3131 Elliott Ave., Ste. 500	Seattle	98121	(206) 298-2909
3. Brookdale Assisted Living	William Sheriff	21,021	111 Westwood Pl., Ste. 200	Brentwood, TN	37027	(615) 221-2250
4. Atria Senior Living	John Moore	14,400	401 S. 4th St., Ste. 1900	Louisville, KY	40202	(502) 779-4700
5. Five Star Quality Care	Bruce Mackey Jr.	9,682	400 Centre St.	Newton, MA	02458	(617) 796-8387
6. Assisted Living Concepts	Laurie Bebo	9,154	W140 N8981 Lilly Rd.	Menomonee Falls, WI	53051	(262) 257-8888
7. Merrill Gardens	William Petit	7,070	1938 Fairview Ave. E., Ste. 300	Seattle	98102	(206) 676-5300
8. HCR Manor Care	Paul Ormond	5,080	333 N. Summit St.	Toledo, OH	43604	(419) 252-5500
9. One Eighty-Leisure Care	Dan Madsen	4,667	1601 Fifth Ave., Ste. 1900	Seattle	98101	(206) 436-7827
10. Benchmark Assisted Living	Thomas Grape	3,992	40 William St., Ste. 350	Wellesley, MA	02481	(781) 489-7100
11. Hearthstone Senior Services	Tim Hekker	3,796	9595 Six Pines Dr., Ste. 6300	The Woodlands, TX	77380	(866) 396-3553
12. Life Care Services	Ed Kenny	3,423	400 Locust St., Ste. 820	Des Moines, IA	50309	(515) 875-4500
13. Aegis Living	Dwayne Clark	2,581	17602 NE Union Hill Rd.	Redmond, WA	98052	(888) 252-3447
14. Belmont Village Senior Living	Patricia Will	2,481	8554 Katy Freeway, Ste. 200	Houston	77024	(713) 463-1700
15. Capital Senior Living	Lawrence Cohen	2,442	14160 Dallas Pkwy., Ste. 300	Dallas	75254	(972) 770-5600
16. Ecumen	Kathryn Roberts	2,326	3530 Lexington Ave. N	Shoreview, MN	55126	(651) 766-4300
17. Evangelical Lutheran GSS	David Horazdovsky	2,245	4800 W. 57th St.	Sioux Falls, SD	57117	(605) 362-3100
18. Americare	Clay Crosson	1,818	214 N. Scott St.	Sikeston, MO	63801	(573) 471-1113
19. Prestige Care	Harold Delamarter	1,733	7700 NE Pkwy. Dr., Ste. 300	Vancouver, WA	98662	(360) 735-7155
20. Sun Healthcare Group	Richard Matros	1,621	18831 Von Karman, Ste. 400	Irvine, CA	92612	(949) 255-7100
21. Chelsea Senior Living	Roger Bernier	1,595	316 South Ave.	Fanwood, NJ	07023	(908) 889-4200
22. Silverado Senior Living	Loren Shook	1,482	27123 Calle Arroyo	San Juan Capistrano, CA	92675	(949) 240- 7200
23. Skilled Healthcare Group	Boyd Hendrickson	1,214	27442 Portola Pkwy., Ste. 200	Foothill Ranch, CA	92610	(949) 282-5800
24. Benedictine Health System	Dale Thompson	1,143	503 E. Third St., Ste. 400	Duluth, MN	55805	(218) 786-2370
25. Life Care Centers of America	Forest Preston	1,137	3570 Keith St., NW	Cleveland, TN	37312	(423) 476-3254

Source: National Center for Assisted Living, 2009

In a string of pearls,
there is always that
one that stands out.

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Hallmark Rehabilitation

Company Profile



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living facilities, we currently operate in eight states.

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- Continuous quality improvement programs
- Market enhancement and support

Learning and Development

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Culture

Making a difference—every day, every time—starts with the right employees. From a facility based PTA all the way to the company president, everything we do comes back to this simple statement. This very belief is reflected in how our employees relate, talk, support and care for not just each other, but with the patients we treat and the customers we serve.

FastFacts

Address: 27442 Portola Pkwy #200

Foothill Ranch, CA 92610

Phone: (877) 274-0097

Fax: (949) 282-5910

E-mail: sales@hrehab.com

Web site: www.hallmarkrehabinc.com

Presence: 188 Facilities in 8 states

Employees: Employee titles currently in high demand - DOR

Company type: Public

Tax status: For-profit

Employee Benefits

Hallmark Rehabilitation benefits package provides employees with a selection of medical and dental plans, a vision plan, life insurance products, short- or long-term disability plans and flexible spending accounts. A robust PTO plan rounds out a truly complete benefits package.

Unique Offerings

Reimbursement of Professional Licensure: Hallmark Rehabilitation encourages employees to maintain the highest professional standards. To support this, the company provides reimbursement for required professional state licensure to regular full-time employees who have successfully met their 90-day introductory period.

401(k) Savings Plan: All employees are eligible to participate in the Skilled Healthcare 401(k) Savings Plan. Once you have successfully completed three months of employment and you are at least 18 years of age, you are eligible to join the plan the first of the next month or the first of any month following. The company provides a discretionary matching contribution of \$0.25 for each dollar you save up to the first 6% of compensation (or 1.5%). You must be employed on the last day of the year and have worked 1,000 hours in the plan year to be eligible for the matching contribution.

Home Modifications Practitioners Program

Online CEU Courses

Essential Education for Anyone Working Directly or Indirectly to Create Supportive Home Environments



Each course follows a similar format providing detailed information about the various causes of limitations that can make it difficult to perform everyday activities and the range of environmental modifications that can be implemented to compensate for these limitations.

COURSES

Home Modifications for People with Sensory Impairment (2.5 contact hours)

Home Modifications for People with Motor Impairment (2.5 contact hours)

Home Modifications for People with Dementia (2.0 contact hours)

Home Modifications for People Who are At Risk of Falling (2.0 contact hours)

TWO COURSE FORMATS

- 1) Self Study
- 2) Interactive



THE COURSES ARE DESIGNED FOR PROFESSIONALS

- nurses
- remodelers/contractors
- planners
- personnel of organizations representing the elderly and people with disabilities,
- occupational and physical therapists,
- policymakers
- everyone else who works directly or indirectly in the field of supportive home environments.

A collaborative project by I.D.E.A.S., Inc. and the University of Southern California Davis School of Gerontology funded through The National Institute on Aging

www.ideasconsultinginc.com • www.homemods.org

CEcourses@homemods.org

Continuing Education – Provider approved by the California Board of Registered Nursing Provider Number 13739 for 2.0 or 2.5 contact hours (dependent on the course taken).

I.D.E.A.S., Inc. and USC Davis School of Gerontology

Profile

I.D.E.A.S. Inc. [Innovative Designs in Environments for an Aging Society] was incorporated in 1991 by Margaret P.



Calkins, Ph.D., a nationally recognized expert on environments for people with dementia. Its mission is to engage in research, education and consultation on the therapeutic potential of the environment—

organizational and social, as well as physical—particularly as it relates to frail and impaired older adults. I.D.E.A.S. Inc. is committed to the creation of more supportive settings for older people, particularly those with Alzheimer's disease and other dementias. I.D.E.A.S. Inc. focuses on both shared residential settings and homes of individuals living in the community, tailoring its activities and resources to the needs of the client.

The University of Southern California Davis School of Gerontology is devoted entirely to the study of lifespan issues and aging. Our primary goals are to create new opportunities for older people; to conduct research on the issues affecting the minds, bodies and spirits of older adults; to build a wealth of knowledge about the aging process; and to educate and train dedicated men and women to provide the field of aging with leadership in the 21st century.



Learning and Development

I.D.E.A.S. Inc. and the USC Davis School of Gerontology have collaborated to offer four continuing education online courses that give essential information about the various conditions that cause limitations or difficulties in performing everyday activities, and information

Fast Facts

Address: 8055 Chardon Road
Kirtland, OH 44094

Phone: (404) 256-1880

Fax: (404) 256-1881

E-mail: CECourses@homemods.org

Web site: www.ideasconsultinginc.com
www.homemods.org

Tax status: For-profit

Date founded: 1991

about a range of environmental modifications that can be implemented to compensate for deficits. The courses are valuable to individuals who provide any type of home evaluation, design or construction service for seniors or people with disabilities, such as occupational therapists, physical therapists, home healthcare workers, case managers/social workers, builders/remodelers, architects and interior designers. Deficits explored include dementia, sensory impairments, motor impairment and high risk for falls. The courses are offered in two formats: an interactive version, allowing for robust threaded discussions with the instructor and other students; and a self-study version, allowing students to learn at their own pace.

Culture

I.D.E.A.S. Inc. has a dedicated team of professionals specially trained to assess challenging situations, identify problems, and develop practical solutions. Our online educational courses provide students with the knowledge base and problem solving skills that enable them to design care settings within their home environments to best support older adults.

For more information on the USC Davis School, please see page 17.

WE ARE THE INDEPENDENT THINKERS.

THE NONCONFORMISTS.

WE PRESCRIBE TO THE WISDOM OF THE AGES.

AND YET AGE IS NO BARRIER. WE BELIEVE IN STEPPING OUT OF THE CONFINES OF "OLD".

WE BELIEVE THAT WRINKLES ARE THE FIRM LINES OF CHARACTER.

AND THAT THE FOUNTAIN OF YOUTH IS IN YOUR MIND.

WE ARE PREPARING THE WORLD FOR A REVOLUTION IN AGING.

OUR MEANS IS EDUCATION. OUR TOOL IS KNOWLEDGE.

I UNDERSTAND THE PHYSICAL, MENTAL, AND SOCIAL ASPECTS OF AGING.

I CHALLENGE THE STATUS QUO THAT SAYS AGING
IS SOMETHING WE SHOULD FIGHT AGAINST.

I DELIVER HEALTH AND SOCIAL SERVICES
TO THOSE IN NEED.

I CREATE POLICY THAT BENEFITS ALL PEOPLE
REGARDLESS OF SEX, RACE, AGE, OR GENDER.

I PROMOTE EQUALITY THROUGH ADVOCACY.

I CARE FOR OVER 80 MILLION AMERICANS.

I AM A GERONTOLOGIST
AND THIS IS WHAT I DO.

USC

DAVIS

SCHOOL OF

GERONTOLOGY



USC Davis School of Gerontology

School Profile



The University of Southern California Davis School of Gerontology is devoted entirely to the study of lifespan issues and aging. Our primary goals are to create new opportunities for older people; to conduct research on the issues affecting the minds, bodies and spirits of older adults; to build a wealth of knowledge about the aging process; and to educate and train dedicated men and women to provide the field of aging with leadership in the 21st century. We were the world's first school of gerontology and offer the first online Master of Arts in Gerontology degree in the nation. The USC Davis School remains the leader in aging education with a world class faculty from a variety of disciplines, including biology, psychology, sociology, policy, economics, urban planning and medicine, offering students an in-depth and interdisciplinary approach to higher education.

Learning and Development

Graduate degrees offered include a Master of Science in Gerontology (M.S.G.), Graduate Level Certificate in Gerontology, Master of Arts in Gerontology (M.A.G.), Master of Long Term Care Administration (M.L.T.C.A.), Master of Aging Services Management (M.A.S.M.) and Doctor of Philosophy in Gerontology. All master-level programs are available entirely online.

These programs prepare graduates to assume professional leadership positions in the delivery of services to older people and their families, the planning and evaluation of elder services and the administration of programs for older people.

Dual graduate degrees are also offered in gerontology and business administration, dentistry, law, public administration, health administration, planning, social work, pharmacy and Jewish communal services.

FastFacts

Address:

USC Davis School of Gerontology
University of Southern California
3715 McClintock Ave.
University Park Campus
Los Angeles, CA 90089-0191

Phone: (213) 740-5156

Fax: (213) 740-0792

E-mail: ldsgero@usc.edu

Web site: www.usc.edu/gero

Date Founded: 1975

Culture

The University of Southern California provides a unique backdrop for gerontology students. With a global reputation for excellence, USC enrolls more international students than any other academic institution in the United States, and its unique demographic makeup enables USC students to learn about cultures from around the world. The USC Davis School provides unmatched breadth and specialization in its graduate programs, offering online degrees and dual degrees that will help meet future needs of the increasing elder population.

Student Benefits

Students are provided a wide array of degree options and can attend classes on campus or enroll in a variety of online programs. All courses in our residential master's level graduate program are now available over the Internet. Students are instructed by acclaimed faculty members and benefit from aging career opportunities unmatched by other institutions.

Unique Offerings

The online Master of Arts in Gerontology (M.A.G.) program was the first of its kind and its alumni can be found in leadership positions in aging throughout the state and nation. The new Master of Aging Services Management (M.A.S.M.) program offers the latest management principles of aging services organizations and prepares leaders to meet the evolving needs of this dynamic field.

Companies at a glance

Executive Search Solutions
22866 Driftstone
Mission Viejo, Ca 92692
(877) 493-7273
www.ExecutiveSearchSolution.com

Hallmark Rehabilitation
27442 Portola Pkwy #200
Foothill Ranch, CA 92610
(877) 274-0097
www.hallmarkrehabinc.com

**I.D.E.A.S., Inc. and
USC Davis School
of Gerontology**
8055 Chardon Road
Kirtland, OH 44094
(404) 256-1880
www.ideasconsultinginc.com

Penner Manufacturing
102 Grant Street
Aurora, NE 68818
(800) 732-0717
www.pennerpatientcare.com

Silverchair Learning Systems
107 Edinburgh South
Suite 206
Cary, NC 27511
(866) 805-7575
www.silverchairlearning.com

**University of
Southern California**
Davis School of Gerontology
3715 McClintock Ave.
University Park Campus
Los Angeles, CA 90089
(213) 740-5156
www.usc.edu/gero

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Job Sites Online

The screenshot shows the McKnight's Jobs website interface. It features a search bar with fields for 'Enter Keywords', 'Select Job Type', 'All Categories', 'Select Country', 'United States', 'Select State', 'All States', and 'Select City'. There are also links for 'Employers', 'Job Seekers', and 'Already a member?'. The 'Already a member?' section includes fields for 'Username', 'Password', and 'Remember Me?'. Below the search bar, there are links for 'Search by Job Type' and 'Search by Job ID'. The 'Featured Employer' section lists several job openings, including 'Director of Nursing (DON/DNS) DON for non-profit needed in Cincinnati, Ohio', 'Director of Nursing (DON/DNS) DON needed for Eastern Illinois CCRC', 'Director of Nursing (DON/DNS) Wonderful DON opportunity at Colorado's Western Slope', and 'Director of Nursing (DON/DNS) DON needed for highly regarded Columbus CCRC'.

It's quick and easy.
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*- Sandra Mitchey, Clinical Software Manager
Heritage Enterprises*