



Seniorsfirst Salutes



BRAVO!!

“Add another event to the list of Rochester’s successful summertime music festivals”, said the *Democrat & Chronicle* in its front page local newspaper article highlighting the Seniorsfirst Musicfest! Despite the threat of intermittent rain, over **1500 attendees** turned out for music, food and fun over the three days! Thanks to all the Kirkhaven and Valley Manor staff who work so hard every year to make our musicfest such a success!

This is your newsletter!

The **LINK** is published by and for the staff of *Seniorsfirst*. Submit your ideas, articles, photos and news items to Cilla Drinkwater, Director of Marketing at 770-1954 or email to cdrinkwater@seniors-firstonline.com

Seniorsfirst, 1570 East Ave, Rochester, NY 14610

New Hires

Tsegaye Begashaw	FNS Spvsvr/Kirkhaven
Albert Bennett	CNA/Kirkhaven
Shaquita Council	CNA/Kirkhaven
Stacey Herman	LPN/Kirkhaven
Dawn Johnson	LPN/Kirkhaven
Shaquana Jones	CNA/Kirkhaven
Felicia Meeke	CNA/Kirkhaven
Vickie Roundtree	CNA/Kirkhaven



September Birthdays

1	Renae James	LPN	Kirkhaven
2	Heidi Blake	CNA	Kirkhaven
	Cynthia Floyd	Housekeeper	Kirkhaven
3	Lynn Bennett	per diem RN Spvsvr	Kirkhaven
4	Timesha Nathan	per diem CNA	Kirkhaven
	Deidra Thompson	CNA	Kirkhaven
6	James Daniels	LPN	Kirkhaven
7	Perrion Swan	F&NS Aide	Kirkhaven
8	Hirity Kidane	Server	Valley Manor
	Amy Mueller	Billing/Payroll	Seniorsfirst
9	Shirley Stokes	Resident Aide	Valley Manor
10	Brent Coward	Maint Tech	Valley Manor
	Ryan Gillman	Server	Valley Manor
	Marie Ann Lee	CNA	Kirkhaven
	Bonita Williams	Environ Svcs Spvsvr	Valley Manor
13	Linda Mills	Resident Aide	Valley Manor
14	Lisa Phillips	Ass't Dir F&NS	Kirkhaven
15	Thomas Alletto	Doorperson	Valley Manor
	Jennifer Brown	per diem RN	Kirkhaven
16	Scott Maar	VP Finance	Seniorsfirst
	Danielle Singleton	F&NS Aide	Kirkhaven
17	Jasmine Adams	F&NS Aide	Kirkhaven
	Gloria Graham	CNA	Kirkhaven
19	Paula McKnight	Rec Therapy Ass't	Kirkhaven
20	Habiba Abdi	CNA	Kirkhaven
	John Cramer	Chef/Prod Coord	Valley Manor
	Clarence Hall	F&NS Cook	Kirkhaven
	Jane Scott	RN	Kirkhaven
21	Thelma Flowers	Housekeeper	Kirkhaven
	Jolene Schweickhard	Admission Nurse Spec	Kirkhaven
	Zenebu Tafere	CNA	Kirkhaven
25	Elaine Hiscock	Dir Pastoral Svcs	Seniorsfirst
	Frank Parsons	Maint/Apt Prep	Valley Manor
	Ivia Rivera	Dir F&NS/FS	Valley Manor
26	Orapin Choktrakunchai	CNA	Kirkhaven
27	Vanessa Ruiz	Housekeeper	Kirkhaven
29	Sharon Cash	F&NS Aide	Kirkhaven

Jim DeVoe's CEO Blog Update

Senior Living Meets Global Aging

I recently attended an educational session that took an interesting approach to the future challenge of senior living and global aging. I shared an overview of the session with the Seniorsfirst board of governors as a mini-education item within our regular agenda; I thought my Blog readers might enjoy the innovative and informative perspective as well. I've broken it down into 3 parts:

Part 1 Global Aging:

Every 8 seconds a U.S. baby boomer turns 60. There are 78 million of us born between 1946-1964. The U.S. population of age 85+ is expected to double from 4.3 million (2000) to 8.5 million (2030), then double again to 18.2 million (2050).

- 1900 U.S. census recorded 3,536 people age 100+
- 2050 U.S. census estimates 834,000 people age 100+

Global aging will affect us long before global warming!

So here are two questions we should be asking:

Who will take care of them?

Where will they live?

You should also know that **80%** of current senior care is provided by **34 million** unpaid "caregivers" (family or friends). But this informal structure of care giving is collapsing as you read this.

- **Time:** dual-working spouses mean less care giving time
- **Proximity:** 20% of family caregivers live an average of 480 miles away
- **Energy:** If your Mom is 100, how old are you?

You should also know that there is a growing professional caregiver labor shortage to meet the growing demand.

- 35 million more jobs of any kind than people to fill them by 2030
- 2 million long-term care nurses and nurses aides today, 6 million needed by 2050

So what is the answer you might be asking? Well fortunately, there may be some answers to mitigate the issue:

Congregate Staffing We need to group available workers

in facility-based environments to produce efficient use of available labor force. Should home-care be a right or a privilege? There is a good cost reason why the government doesn't fund "home-schooling".

"Nana"-technology We need to utilize technology that allows seniors to remain independent longer and/or make congregated labor more productive.

Congregate Housing We need to create housing models where seniors want to live!

Part 2

"Nana"-technology:

"Nana" technology is unofficially defined as microchip-based technology designed, intended, or used to improve quality of life for older adults. There are real examples of such technology that are currently in development or study and that will have a significant impact on caregiving in the future.

• **Magic Medicine Cabinet:** *No spin cycle! Human washing machines are being used in Japanese senior care facilities!* face recognition and voice communication that will take blood pressures, monitor vital signs, maintain medical history, remind and dispense medications.

• **Smart Shoes:** monitors balance deficits and signals the brain to adjust accordingly. A recent pilot study resulted in 73-year-olds having same balance as 23-year-olds.

• **GPS Xplorer Shoe:** tracks within 30 feet anywhere on planet. So a caregiver can be miles away and receive a notification if a loved one wanders outside of their established routine.

• **Virtual Dinner Window:** a large picture frame hangs on the wall next to your dining room table where a family is



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Employee Opinion Survey 9/15-9/24

What will the action plans for 2010 be?

Seniorsfirst conducted its last full-scale Employee Opinion Survey in the fall of 2008. Now, it's time to take a new snapshot of where we are and how we are doing!

Employee Opinion Surveys will be distributed in September. Please plan on submitting yours! The session times listed at the right are paid opportunities for you to participate; if you do not complete a survey while on duty, a copy will be mailed to your home address. We need your honest thoughts and opinions to make Kirkhaven, Valley Manor and Seniorsfirst a better place to work.

Your answers on the survey are completely confidential. You do not need to sign your name on the survey. BRX Global Research Services has been hired to administer this survey and compile the results. *All surveys go directly to them; no one at Seniorsfirst has access to the actual individual responses.*

I hope this guarantee of confidentiality will encourage you to answer all the questions honestly and openly. The analysis of the results compiled by BRX will be provided to all employees and the Board of Directors to help identify areas where we are doing well and where we need to improve.

I hope that working for an organization that desires and encourages employee input is incentive enough to inspire everyone to participate in the Employee Opinion Survey! However, we are offering an additional incentive:

Every Seniorsfirst employee who submits a completed survey will be entered in a raffle in which the top prize is a day-off with pay and \$50 to spend as you wish!

How can you pass that up?! So, please take twenty minutes to stop and let us know what you think. The input from these regular surveys helps us benchmark our progress and determine our future course of action. We want *you* to be part of the process!

—Cassandra Tilliman,
VP of Human Resources

GARDENS OPEN HOUSE...Valley Manor's beautiful new courtyard will make its official debut on **Wednesday, Sept 9 at 2 p.m.**



2009 Employee Opinion Survey

SESSION TIMES

Tuesday, Sept 15

2:00 pm VM
8:00 pm KH
11:30 pm KH

Wednesday, Sept 16

12:00 am KH
10:30 am KH
1:15 pm KH
2:30 pm KH

Thursday, Sept 17

10:30 am KH
4:30 pm VM
8:00 pm KH

Monday, Sept 21

2:00 pm VM
8:00 pm KH

Wednesday, Sept 23

11:00 am VM

Thursday, Sept 24

10:30 am KH

*Sessions will be held in the Kirkhaven
Bonnar Room and Valley Manor
Education Center.*

Come one, come all!

**Informal Staff Softball & Volleyball
Matches**

**THIS Saturday, August 29
4 PM at Cobbs Hill!**

*Hotdogs, sausages,
and buns will be
provided by the
committee, soda by
Cassandra Tilliman.*

*Remember, there is
an open container law
in effect. Spectators—please bring lawn
chairs or blankets to watch the game.*



Global Aging *(continued from pg.1)*

enjoying dinner and conversation along with grandma, who appears to sit right beside them, but is actually miles away.

- **Smart Shirt:** a lightweight t-shirt that monitors vital signs and conducts safety monitoring. A version is being tested that can actually perform CPR when vital signs indicate. Now when you are told to make sure you're wearing your good underwear, you'll want to do it!
- **Ri-Man Robot:** can "see, hear and smell" and currently lifts up to 90 pounds. Next phase to be designed for assistance to Japanese elderly.

Part 3 "Next Generation" Senior Housing:

By 2050, there will be more than 2 billion people in the world over the age of 60—and every one of them will be a unique individual. Baby Boomers will change the face of senior housing and long-term care just like they have done at every other juncture of their life.

Before Boomers, there were 3 flavors of ice cream—now there are a thousand! Before Boomers, there was Coke and Pepsi—now just within the colas there are regular cola, diet cola, cola one, vanilla cola, cola with a twist of lime and on and on! Boomers want individual choice and variety. They will demand the same when it comes to senior housing and long-term care. And by the way, Boomers are not attached to their homes forever, nor do they want to live alone. They have never been alone!

- Boomers created large suburbs
- Boomers attended large high schools
- Boomers graduated from large universities
- Boomers worked for large companies
- Boomers will move & live together if offered the housing choices they desire

So what are the new "flavors" of senior housing and long-term care?

- **"Culture Change" nursing homes:** the new wave is smaller residential household communities that do away with the current medical model and instead focus on resident-centered & directed care in a more home-like setting.
- **Housing for different cultures:** an example is Aegis Gardens in Fremont, California where all 50 staff speak Mandarin, Cantonese or Japanese and features Asian cuisine, architecture, activities and customs.
- **Housing of "different orientations":** Rainbow Vision in Santa Fe, New Mexico is dedicated to gay, lesbian, bisexual and transgender older adults. It features the Billie Jean Fitness center, Truman Capote Dining Room and Drag Queen Bingo.
- **Housing "at Home":** Beacon Hill Village in Boston, Massachusetts resides in the heart of one of America's oldest neighborhoods with convenient access to shopping, transportation, banking, eateries within the area and home health services provided if needed.
- **"On the road" housing:** Rainbow's End RV Park offers 42 sites with wheelchair ramps and assisted living services and health care services via a home health agency.
- **Housing for "Alums":** More than 100 communities are open or in development are university-based retirement communities. Residents gain access to classes, athletics, arts & library while universities retain alumni relations and donors.
- **"S.S. Assisted Living":** An 89 year-old widow living on the QEII since 2000 will visit 41 cities, 25 countries, and 5 continents in one year! The cruise provides all housekeeping, meals and activities at a cost similar to the average assisted living facility. Three cruise ship companies are establishing "Residential Ships" for retirees by 2010.
- **A real "niche" community:** In Pasco County, Florida (the nudist mecca of North America) nudists are planning an assisted living facility. There are an estimated 50,000 nudists in the U.S. with a median age of 55. If they haven't been wearing clothes all their life, why should they start when they grow old? (That's a rhetorical question, you really don't need to answer!).

In the next two decades, individuals age 65 and older will come to represent 1 out of every 5 U.S. citizens. They will be ready to embrace new technology, new forms of retirement and new forms of senior housing and long-term care communities—**will we be ready for them?**

—James E. Devoe
President/CEO