

Continuing Communication

Aging Services News

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Financial Advisory Panel Member Highlight: John Franklin



Please join CARF in welcoming John Franklin as the newest member of its Financial Advisory Panel (FAP). Managing director and group head of BB&T Capital Markets' Healthcare Finance Group, Mr. Franklin leads an active team of individuals who assist a variety of not-for-profit healthcare and senior housing organizations to create flexible, low-cost capital structures with the aim of empowering organizations to pursue important strategic initiatives. Over the course of his 23-year career as an investment banker, he has completed more than 100 healthcare transactions totaling \$5 billion.

As an investment banker, Mr. Franklin is enthusiastic about his work assisting organizations to identify financing strategies to further their stated missions. He feels strongly that not-for-profit organizations need to invest in cultivating future leaders. For this reason, he has also spent a significant amount of time focusing on corporate leadership, writing and speaking on the subject, and actively working with LeadingAge® at both the national and state levels to assist its members in developing best practices in that area.

Mr. Franklin is an author and frequent guest lecturer at the School of Healthcare Administration at Virginia Commonwealth University and has spoken at the School of Public Health at The University of North Carolina at Chapel Hill. As a resource for his clients, Mr. Franklin provides board and executive management team education on capital formation strategies as well as affiliation, governance, leadership, healthcare delivery integration, and

enterprise strategy.

Prior to his role as an investment banker, Mr. Franklin was a general management consultant at a large accounting firm where he focused on feasibility studies, financial projections, business valuations, and mergers and acquisitions. He also serves on several boards, including A Grace Place Adult Care Center, a nonprofit provider of adult day services in Richmond, Virginia.

CARF asked Mr. Franklin what he sees as the value of accreditation in the senior housing market and, more specifically, how the accreditation process positions retirement organizations to be better borrowers:

“I see CARF serving two major constituents. The first is the **individual** navigating for help with addiction, retirement options, or managing a disability. I like the quote on CARF’s website – ‘All people should be empowered to exercise informed choice.’ A recent Harvard study on aging identified ‘increased public awareness and education’ as a key policy recommendation. By increasing public awareness and education and advocating for the consumer, CARF is adding tremendous value to the senior housing market.

“The second major constituent is the **senior housing organization** providing housing and healthcare services to the individual. By equipping providers of senior services with business improvement platforms like ASPIRE, CARF is serving both the individual and the provider of services. I am a true believer that continuous improvement and change should be pursued. Lenders like to lend to organizations that have excellent governance and leadership, and I believe CARF does provide a platform to help retirement organizations pursue excellence in those areas.”

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Coaching Corner: Skin Integrity and Wound Care Practices

Skin disorders are common among older adults in aging services settings. According to the [The Skin Care Centre](#), more than 90 percent of elderly individuals have some type of skin disorder. This high rate is due to several factors that affect this population more severely than others.

Some of the most common skin conditions noticed in aging services settings include:

- **Bedsore**

Bedsore (also called pressure sores or pressure ulcers) affect individuals with limited mobility who need the assistance of a wheelchair or are confined to a bed for long periods of time. Bedsore are common (affecting more than a million people annually



according to [The Center for Skin Integrity](#)) and cost approximately \$40,000 per ulcer to treat when factoring in physician, hospital, and other long-term services.

- **Incontinence-associated dermatitis (IAD)**

IAD results from skin exposure to bodily fluids like urine or stool. This condition affects up to 50 percent of individuals suffering from incontinence ([Maintaining skin integrity in the aged: a systematic review](#)), with older adults even more frequently affected.

- **Those caused by underlying medical conditions**

Medical conditions, such as diabetes, liver disease, heart disease, lupus, blood vessel diseases (e.g., arteriosclerosis), stress, or obesity, can have various effects on a person's skin, which are often difficult to differentiate from other conditions associated with aging.

Because older adults are at such high risk for skin disorders, aging services and medical rehabilitation providers must have strong systems to maintain skin integrity and conduct effective wound care. In response to this need, CARF has developed accreditation standards applicable to these settings that outline practices to support excellence in maintaining skin integrity.

The new standards focus on the following topic areas:

1. Initial and ongoing screenings and assessments of persons served that document information about current skin integrity, top risks to consider, and results of previous interventions.
2. Role of the interdisciplinary team in addressing skin integrity risks and needs, including referring individuals to appropriate professionals when necessary expertise is beyond the scope of the program.
3. Wound care protocols to be followed when wound care is within the scope of the program.
4. Accessing resources or information to help the program facilitate good practice.
5. Efforts to optimize outcomes for the persons served.
6. Training for personnel to help them identify risks to skin integrity and intervention strategies.
7. Performance improvement approaches related to data that are collected about wounds that developed or got worse during an individual's involvement in the program.

For more information about CARF's standards for skin integrity and wound care, please contact the Aging Services staff at as@carf.org or call (888) 281-6531, ext. 5002.

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Congratulations to Aging Services Providers that Earned CARF Accreditation

Congratulations to the following providers throughout North America that achieved CARF accreditation during the first quarter of 2017. Each of these providers applied internationally recognized standards and completed an on-

site survey conducted by CARF surveyors.

Asbury Methodist Village, Inc., Gaithersburg, MD
Asbury Solomons, Inc., Solomons, MD
Chartwell Elmira Long Term Care, Elmira, ON
Cheshire Homes of London Inc., London, ON
City of Hamilton - Macassa, Hamilton, ON
Easterseals West Georgia, Inc., Columbus, GA
Edgewater Pointe Estates, Boca Raton, FL
Elgin Abbey, Chesley, ON
Fleet Landing, Atlantic Beach, FL
Halton Region, Oakville, ON
Hawaii Island Adult Care, Inc., Hilo, HI
Inverness Village, Tulsa, OK
La Posada at Park Centre, Inc., Green Valley, AZ
La Vida Real, LLC, Rancho San Diego, CA
Lima Estates, Media, PA
LutherCare Communities, Saskatoon, SK
Maravilla, Santa Barbara, CA
MICBA Forum Italia Community Services, Mississauga, ON
Mon Sheong Foundation, Richmond Hill, ON
Muskoka Landing, Huntsville, ON
Richview Community Care Services, Toronto, ON
Sarsfield Colonial Home, Sarsfield, ON
Seniors Life Enhancement Centres, Oakville, ON
Sharon Farms & Enterprises LTD o/a Earls Court Village, London, ON
The Carlisle - Naples, Naples, FL
The Villa Care Centre, Midland, ON
The Village at Ocotillo, LLC, Chandler, AZ
VERVE Calgary, Calgary, AB



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Upcoming Events

June

World Elder Abuse Awareness Day (June 15, 2017) – designated by the United Nations – www.un.org/en/events/elderabuse

September

Falls Prevention Awareness Day (September 22, 2017) (USA) – designated by the National Council on Aging – www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-awareness-day



2017 Aging Services Educational Opportunities

Achieving and Maintaining CARF Accreditation in Aging Services - Canada

Attend this interactive, two-day training session to learn valuable tips and tricks for getting organized, planning for an on-site survey, and managing outcomes. Emphasis will be placed on areas in which organizations most often need guidance to conform to the standards.

September 18–19, Toronto, ON

Registration coming soon

Webinars

July 13

Changes to CARF's AS/CCRC Standards

This session will provide a high level overview of the changes to the revised ASPIRE to Excellence® standards. It will also highlight new additions and changes to sections 2, 3, and 4 of the standards applicable to all aging services providers.

[Register here](#)

November 9

Introduction to CARF Aging Services (Canada)

To help your organization become familiar with the CARF-accreditation process, CARF is offering this complimentary webinar. Attend to receive an introductory look at what CARF is, how the survey process works, and the benefits of accreditation. We invite staff and management from organizations of all sizes and types, including Adult Day Services, Networks, Retirement Homes, Long-Term Care Homes, Home Care, and Supportive/Independent Senior Living.

To register, email CARFCanadaTeam@carf.org

November 14

2017 Results: Financial Ratios and Trend Analysis of CARF-Accredited CCRCs

During this 90-minute webinar, experts will discuss and provide insight on the

findings of the financial ratios calculated from FYE 2016 financial statements for both single-site and multi-site US CCRCs. Specific comparative information will be provided based upon primary contract type and quartile rankings.

Registration coming soon

Transforming Outcomes

This three-day training institute takes you through the steps required to plan and conduct a program of outcomes management and quality improvement, including:

- Outcomes system design and data collection.
- Data analysis, interpretation, and management reporting.
- Identification of areas for quality improvement activities based on findings.

June 29–July 1

Taj Boston Hotel

[Register here](#)

For further information, please contact the CARF Education and Training Unit at (888) 281-6531. Online registration is available at www.carf.org/events two to three months prior to an event.

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If you have suggestions for content to be included in a future issue of *Continuing Communication*, please email the editor, Tonya Tobe, at ttobe@carf.org.

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If a lender is interested in the systems you use to manage risk in your organization, support management competencies, measure outcomes, and foster sound business practices, please direct the lender to www.carf.org/lenders. The website includes language geared toward lenders, a five-minute webinar to educate them about accreditation for your organization, and a downloadable factsheet with key information about CARF.



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