



State Culture Change Coalitions Networking Call Summary
February 19, 2010

Topic: Reaching the corporate chains with the culture change message

Present: Lynda Crandall (PN Board Member and Oregon coalition); Adam Suomala (Minnesota); Arlene Germain (Massachusetts); Bonnie Darwin (California); Heather Picotte (Michigan); Joe Angelleli (Pennsylvania); Julie Ballard (Missouri); Jill Nothstine (North Carolina); Kathy Hybarger (Indiana); Kim McRae (Georgia); Mary Margaret Chapell (California); Sandy Dole (Delaware); Sheri Clark (Colorado); Sonya Barsness (Virginia); Vickie Orcutt (Texas).
Staff: Cathy Lieblich.

Lynda welcomed everyone and asked Bonnie Darwin to lead the discussion. Bonnie stated that there are 1200 nursing homes in California, 50 percent of which are owned by corporate chains and there are a lot of Medicare-certified/short stay beds. In California, more AHCA member homes participate in the culture change coalition than AAHSA members but not the large corporate chains. Bonnie asked whether getting corporate buy-in is an issue in other states and whether anyone has ideas about how to reach them.

Sandy Dole stated that she has noticed the “commercialization” of what the corporate chains are calling “culture change”/“person-centered care” or a name that the corporation gives to it in order to market their home/community. She gave the example of a community having an open house to show off their “country kitchens” and the residents were not “allowed” to come. In fact, the community had additional staff come in to “keep the residents busy” in another part of the community during the festivities. Arlene Germain stated that she has seen similar things happening in Massachusetts with consistent assignment in which the home says that they are doing it but they are not truly doing so. Cathy stated that the Pioneer Network’s work around “The Case for Adoption” should be helpful in convincing corporate owners to begin their culture change journey. Bonnie stated that David Farrell is on the coalition’s board and has done presentations on “the business case” but the corporate people typically did not attend; it was usually the administrators. Kim McRae suggested that we need to reach the “right people” in the chains; they need to have their personal transformation/“aha” moment. Kathy Hybarger informed the group that the Indiana coalition and Pioneer Network are planning a special session for the CEOs of corporate chains in Indianapolis and will keep the group informed about what exactly is done and how it goes.

Bonnie said that she had a conversation with a leader from a large chain (they have 40 homes in California) and asked why they aren’t involved in culture change. His response was “it’s just fluff” and she told him that it is anything but fluff. She said she’d like to suggest to him that he spend a week living in one of their nursing homes but didn’t do so. Cathy stated that we need at least one large corporate chain that has embraced culture change so others can see what their competitors have done and that she will check with her Pioneer Network colleagues to see if one or more have been identified and who they are. She said that Jeff Jerebker from Pinon Management spoke at the coalitions intensive last year and was one of those interviewed in an article by Amy Elliot and David Farrell in Provider magazine. It was suggested that Jeff be urged to speak to his peers about why he has embraced culture change. Arlene said that Genesis is

transforming some of its facilities to culture change, and she'll send Cathy the contact information of a MA coalition colleague who can provide more information. Arlene also said consumers are needed to put pressure on the industry to move culture change forward. However, in order to provide support to consumers in demanding culture change, culture change should be more widely publicized, maybe through TV/radio spots. If the movement receives more exposure, then consumers will have more clout pushing for culture change. Kim said that a state coalition could ask the ad council to do a series of spots. Bonnie stated that the article in U.S. News and World Report was terrific in getting the word out to the general public.

Sandy said that the "800 pound gorilla in the room" is the people who currently live in nursing homes. She said that residents need to be given choices concerning their daily life. Arlene stressed that consumers need to know that there is hope; that nursing homes can be different. Cathy said the same is often true with independent living residents of retirement communities. Until nursing homes stop being places in which people say, "I'd rather die than move into one", this will remain the case. Arlene stated that providing residents and advocates access to culture change webinars might be an easy way to educate consumers on culture change and that the upcoming Pioneer Network's Access to Nature webinars would be a great start.

Bonnie asked if other coalitions are re-considering the "culture change terminology"? Sheri Clark said that the Colorado coalition is doing this at an upcoming Board retreat. The discussion will include the name of the coalition which is currently Colorado Culture Change Coalition. Some questions they will be considering are "does the name reflect what we do?" "does it affect our fund-raising ability?" Cathy said that she would send out a list of the names of some of the coalitions for those coalitions considering a name change.

Sandy suggested that we help residents get engaged in the culture change movement. Cathy said that a session is being planned by Pioneer Network and Robyn Grant from United Seniors Action on the Sunday evening before the conference (August 8th) for the broader Indianapolis community including residents and United Seniors Action will be working on getting them there.

Kim informed the group that the Culture Change Network of Georgia has webinar recordings and handouts called "Setting the Stage for Culture Change: Preparing for our Aging Population" available on its website at: <http://www.culturechangegea.org/Webinars/webinars.html> . Related to the discussion about corporate chains, one of the webinars is Steve Shields discussing Vision and Leadership.

Lynda stated that Cathy Lieblich and Sonya Barsness are interested in getting feedback on the State Coalitions section of the Pioneer Network website so that will be the topic for the next call scheduled for March 19, 2010 from noon – 1 p.m. ET (be sure to be at your computer during the call!). The topic for the April call will be "Consumer Education/Involvement."