

2024
**THE MEMBERSHIP
ADVANTAGE**

CARE PROVIDERS OF MINNESOTA

YOUR MEMBERSHIP **BENEFITS** AT A GLANCE

**Care
Providers**
of Minnesota

CARE PROVIDERS OF MINNESOTA LEADING MEMBERS TO EXCELLENCE



Care Providers of Minnesota is a **nonprofit membership Association** with the mission: *LEADING MEMBERS TO EXCELLENCE*. Our 1,000+ members across Minnesota represent a diversified group—from traditional nursing facilities to specialized, sub-acute centers; assisted living and assisted living with dementia care; home care; hospice; as well as business partners who actively support the Association and its members.

We are the state affiliate for the American Health Care Association/National Center for Assisted Living (AHCA/NCAL), and therefore, address concerns affecting membership on both the state and the national levels.



Since 1947, Care Providers of Minnesota has provided advocacy, information, resources, networking opportunities, and educational leadership to our members. Over these many years, the profession has implemented new technologies as healthcare, regulations, and employment environments have evolved—and the Association has responded in kind. We have built online business and job centers; adopted on-demand education, webinars, virtual learning, and hybrid meetings; and we will continue developing additional, efficiency-producing methods to help YOU succeed.



This is our 77th year as an Association, and though there have been many changes and innovations, the heart and soul of the Association has remained the same—it is the people in our membership and the staff who devote themselves to improving lives by delivering quality care and services to Minnesota's vulnerable and older adults.



Thank you for being a vital part of Care Providers of Minnesota.



1 Members attend a June Region meeting in Pipestone; **2** Representative Hortman visited Urbana Senior Living; **3** Small provider event hosted by Senator Hoffman and Representative Noor; **4** Governor Walz and Senator Abeler visited Park River Estates Care Center; **5** Members enjoying our annual Assisted Living SUMMIT.

Care
Providers
of Minnesota



THE MEMBERSHIP ADVANTAGE 2024

Take advantage of the benefits of membership including:

- *access to Care Providers of Minnesota staff expertise & research*
- *weekly ACTION newsletter (online)*
- *special news updates*
- *state advocacy representation & updates*
- *free, members-only education*
- *discounted pricing on education*
- *free, members-only products/resources*
- *discounted pricing on products/resources*
- *discounted pricing on our annual convention & exposition*
- *members-only access to member directory (online)*
- *access to business partners & vendors*
- *discounted purchasing through Service Corporation arrangements*
- *access to members-only programs:*
 - *state award recognition*
 - *Foundation scholarship & mini-grant programs*
 - *Foundation leadership development program*
 - *committee participation*
- *unlimited free job postings on our job center*

AND—as a member of Care Providers of Minnesota*, you are also a member of the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL). This combined membership gives you access to:

- *national expertise and experience*
- *national networking & professional development with members from across the nation*
- *national resources & education*
- *national quality awards & recognition program*
- *national strategic advocacy representation*

Find out more at: careproviders.org and ahcancal.org.

**Care
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of Minnesota

AHCA
AMERICAN HEALTH CARE ASSOCIATION
NCAL
NATIONAL CENTER FOR ASSISTED LIVING

**does not apply to business partner members*

THE MEMBERSHIP ADVANTAGE

As a member of Care Providers of Minnesota, you receive personal access to experienced staff and their collective knowledge and research.



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Liaison to AHCA
Strategic alliances & strategic planning/mission implementation
Member recruitment
Overall Association operational management
Association legal matters



Nicole Mattson
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Workforce recruitment, retention & development
Legislative & administrative advocacy
AHCA/NCAL Quality Awards
Employment, HIPAA & labor issues



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Coordination of legislative & administrative advocacy
Grassroots activity; member engagement
CARE-PAC



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& DATA ANALYSIS
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Nursing facility rates, cost reports, payment systems & performance incentives
Data collection and analysis (including financial and cost surveys)
Medicare Part A payment issues
Technology and eHealth



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Database management including member updates, username & passwords
Products & resources support
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Assisted living committee support



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Graphics & visual design
Awards program & recognition
Social media, Job center, national association celebrations



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Development of in-person, online & on-demand education programs
Annual Convention & Expo and Assisted Living Summit
AHCA/NCAL Quality Award Program & Quality Initiative



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Association & affiliate organization(s) accounting & financial statements
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Association budgeting
Preparing & filing of all financial related reporting



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Support for events & education
Registration for in-person seminars & webinars
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Nursing Facility Regulatory Committee
Education Task Force



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Foundation scholarships, silent auction & golf tournament; region council & Leading4Life Fellowship Program support
Committee support for Workforce Committee, CFO Council, and Foundation



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Publications editor



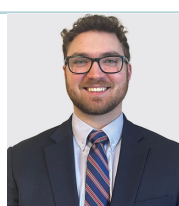
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Administration of office
Board of Directors liaison, committee appointments
Human resources & personnel
Business partner liaison; advertising, exhibiting, marketing and sponsorship opportunities



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Custom reporting



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Grassroots member engagement
Advocacy support and communication
Committee support for CARE-PAC and Legislative Policy



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Assisted living, home care, clinical issues, compliance & support
Liaison to National Center for Assisted Living (NCAL)
Member recruitment



ASSOCIATION RESOURCES & INFORMATION

As a member of **CARE PROVIDERS OF MINNESOTA**, you have exclusive access to a wealth of state and national resources, education, news, information, materials, and products.

ACTION—OUR WEEKLY NEWSLETTER

Conveniently delivered to your email each Thursday, our *ACTION* newsletter keeps members informed on issues related to senior care. Each issue is full of the news and information you need—including top stories of the week; state and national news; legislative topics; payment, housing, quality, and regulatory issues; recognition; learning opportunities; events; member resources; and much more.

Find current and archived issues: careproviders.org/action. To sign up for ACTION, contact: lolson@careproviders.org.

CARE PROVIDERS OF MINNESOTA'S WEBSITE

Find news and information at: careproviders.org.

Some information is public—i.e., upcoming events, learning opportunities, and job board; however, **the majority of information is exclusively for members** and requires a member login. Members-only information includes current & archived issues of the *ACTION* newsletter; member pricing on products; regulatory resources; on-demand education; and much more!

For a username and login, go to: careproviders.org/loginhelp.

ADVERTISE YOUR JOB VACANCIES—for FREE!

Care Providers of Minnesota's job board is solely targeted towards individuals who are looking for positions in the senior healthcare field. As a benefit of membership, you can post as many opportunities as you like—and it's entirely free. All postings stay active for 30 days—and remember—our job board is public, meaning it is open to all job seekers who are specifically looking for a job in the senior care field. (*Non-members pay \$150 to post job openings.*) If you need assistance posting an open position, please contact: lolson@careproviders.org.

ONLINE MEMBERSHIP DIRECTORY

For members only—the most up-to-date member contact information ever! The directory is easy to use and sorts via six categories: facility members; housing/assisted living members; home care & hospice; corporate & management; main contacts; and business partners. Their contact information is at your fingertips! Find the directory at: careproviders.org/membershipdirectory.

Care
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of Minnesota
Service Corporation

Care Providers of Minnesota Service Corporation offers a number of products and services to Association members at a discounted price.

With Service Corporation products you:

- *Save money on products and services used every day*
- *Save time making purchasing decisions*
- *Benefit from research and due diligence in choosing products and services*
- *Work with vendors who understand the unique issues and challenges faced by long-term care providers*
- *Support your Association*





IN-PERSON & VIRTUAL LEARNING OPPORTUNITIES

CARE PROVIDERS OF MINNESOTA leads the way in providing continuing education for long-term care staff. We are an accredited continuing education provider for nursing home administrators, assisted living directors, health services executives, nurses, social workers, dietitians/dietary managers, activity professionals, and other licensed staff.

LEARNING OPPORTUNITIES INCLUDE:

- *in-person events*
- *100+ on-demand offerings, including some offering CEs*
- *virtual workshops, including CEs*
- *free, members-only live & archived webinars*
- *dementia training library (new and improved—now includes education tracking)*
- *specialty programs*

LALD PROGRAM

Completion of the licensed assisted living director program (LALD) is one step toward earning an assisted living director license.

LNHA TO LALD PROGRAM

For those LNHA's looking to add the LALD formal license to their credentials, this virtual, 40-hour program prepares you for the BELTSS exam.

REGION FORUMS

Get caught up on the latest critical information, issues, and Association news! Forums are held in January (several free webinars), March (Day at the Capitol), June, and October.



ASSISTED LIVING SUMMIT | May 14-15, 2024

Minnesota's leading assisted living conference. The two-day SUMMIT, held at Marriott Minneapolis Northwest, features education on current assisted living issues for assisted living directors, clinical leaders, and corporate staff.

REFRAMING
FOR THE FUTURE

76TH ANNUAL
CONVENTION & EXPOSITION
NOVEMBER 11-13, 2024

ANNUAL CONVENTION & EXPOSITION November 11-13, 2024

The premier professional education opportunity that brings together members, experts, and resources from across our great state for three days at Mystic Lake Center.

Additional learning opportunities are added throughout the year.





ADVOCACY AT THE STATE & FEDERAL LEVEL

Care Providers of Minnesota is your advocate at the Capitol in St. Paul; in Washington, DC; and with state and federal agencies. We work to solve your problems, address areas of concern, support your needs, and translate ideas into action for policy or legislative changes that benefit the profession and help you succeed.

WE ADVOCATE FOR YOU BY:

- *Proposing common sense legislation that addresses provider concerns and improves quality outcomes for those we serve*
- *Understanding the details of pending legislation, its impact to our profession, and articulating to lawmakers why they should support or oppose*
- *Helping you connect with legislators and administration*
- *Connecting with legislators and other state officials to ensure provider voices are heard*
- *Shaping regulatory developments*
- *Helping to inform and influence legislators, boards, and administrations*
- *Representing your interests on task forces*
- *Introducing, monitoring, and testifying on legislation*
- *Providing tools and support*
- *Meeting with representatives*
- *Lobbying*
- *Supporting members in their grassroots advocacy efforts*
- *Providing “real time” member updates through weekly news and video updates*

WHAT’S HAPPENING AT THE CAPITOL?

Follow along on our website as our advocacy team meets with decision makers, attends hearings to monitor the legislative action, and works at the Capitol to protect the interests of long-term care providers.

THE INSIDE SCOOP

Get the latest weekly update on what is happening at the Capitol during the legislative session with Care Providers of Minnesota’s popular *The Inside Scoop*—a weekly video update featuring our advocacy team.

DAY AT THE CAPITOL—MARCH 20, 2024

The annual Day at the Capitol (DATC) gets you speaking to your local legislators. With the assistance and expertise of our advocacy team, tell your legislators what is important to you and why.

VOTERVOICE

VOTERVOICE is a more efficient way to track legislation that can affect membership, helping to influence the policies that matter. The new platform, accessed through our Advocacy Action Center, makes it easier than ever for members to take grassroots advocacy action by reaching out to their legislators and staying engaged & informed.

Find information on the above & advocacy resources at: careproviders.org/advocacy.



CARE-PAC, the political action committee (PAC) for Care Providers of Minnesota, raises money and makes political contributions to candidates and incumbents who support older adult services initiatives at the state Capitol. CARE-PAC raises money from members, staff, and employees.

Why donate?

- *It is imperative we support and help re-elect the legislators who support our issues at the Capitol*
- *Funding for facilities, state laws, and regulations all affect you, and elected officials make these decisions*
- *Donations to CARE-PAC allow us to sponsor and attend political events, where we get to know elected officials better and, more importantly, they get to know US and OUR ISSUES better*
- *CARE-PAC dollars go exclusively to candidates who support our long-term care efforts*





GET INVOLVED IN 2024

What's the best way to get more out of your membership? BY GETTING MORE INVOLVED WITH YOUR ASSOCIATION!

There are so many opportunities—take a look at some of the ways you and your staff can become more involved.

LEADING4LIFE FELLOWSHIP PROGRAM

In its second decade, Leading4Life fellows learn practical and immediately-applicable leadership skills; grow personally and professionally; and get the opportunity to network with peers and mentors.

Applications available in August; classes start in December.

Details are found at: careproviders.org/leading4life.

EMERGING LEADERS

The Emerging Leaders Group (ELG) is the next generation of growth for graduates of the Leading4Life Fellowship Program—as well as emerging leaders. ELG members have peer-to-peer connections; leadership advancement opportunities; unique education experiences and resource access; outreach opportunities for recruitment into the profession and collaborations; and mentorship opportunities.

Find details at: careproviders.org/ELG.

ANNUAL FOUNDATION GOLF TOURNAMENT—JULY 15, 2024

While the day provides a wonderful opportunity for golfers to reconnect and re-energize outdoors, it also serves a vitally important function as the Foundation's major fundraising event of the year.

Find details at: careproviders.org/golf.

FOUNDATION SCHOLARSHIPS & MINI-GRANTS

Care Providers of Minnesota Foundation scholarships are designed to assist qualified persons who wish to further their education and practice serving seniors and persons with disabilities. Applications available mid-May.

The Foundation also offers career ladder “mini grants” as a complement to its successful scholarship program. Applications available in April.

Find details for both at: careproviders.org/foundation.

AWARD RECOGNITION PROGRAM

Care Providers of Minnesota's recognition program honors outstanding people! Award recipients are recognized at our annual convention, and all nominees receive a certificate of appreciation. Nominations for our recognition program accepted March 11-April 19, 2024.

Find details at: careproviders.org/awards.

Additional recognition opportunities also available through our national Associations, AHCA/NCAL. Find out more: ahcancal.org.

Care Providers of Minnesota Foundation

Inspired by the committed and passionate individuals who make a difference in their professions and to the people they serve.

Care Providers of Minnesota Foundation pursues a mission committed to the pursuit of excellence in care and service delivery through the advancement of education, research, creativity, and innovation—Inspiring Greater Purpose.

The Foundations' core initiatives include the Leading4Life Fellowship Program, fundraising operations/donations, and scholarships.





COMMITTEE INVOLVEMENT 2024

As a membership Association, committees are at the core of our work. Committees identify and discuss issues, determine where to place our resources, and when to move issues up for additional consideration and action by our Board of Directors. *It is important that all types of members are engaged and heard—so for members who have not participated in committees in the past—please consider joining us in 2024.*

As you can see from the committee list, there are plenty of opportunities!

ASSISTED LIVING CLINICAL NURSE COMMITTEE

Serves as the primary group to identify the issues and concerns affecting nurses in the assisted living setting.

Chairperson: Gladys Aakre, SilverCreek on Main

Vice Chair: Kimberly May, Partners Senior Living Options, LLC

ASSISTED LIVING COMMITTEE

Serves as the primary group for identifying the issues and concerns affecting assisted living members.

Chairperson: Miguel Campa, MN Signature Care

Vice Chair: Tim Matros, Five Pines Senior Solutions, Inc.

ASSISTED LIVING SMALL PROVIDERS COMMITTEE

Focuses on regulatory and payment topics specific to assisted living providers who are 10 units and smaller in size.

Chairperson: Darshae Underwood, Caring Hearts Home Healthcare

Vice Chair: Meeka Singh, LPN, LALD, Safe Harbor Residential Care Home

CFO COUNCIL

Provides a forum for information exchange, problem identification, and dialogue among top financial officers and/or reimbursement directors.

Co-Chairpersons: Scott Bjerketvedt, Ecumen & Ian Rekant, Monarch Healthcare Management

EDUCATION TASK FORCE

Guides Association staff in development of educational programs by identifying and evaluating new learning opportunities and evaluating core learning programs.

EMERGING LEADERS GROUP (ELG)

Offers unique opportunities for networking with peers while gaining exposure to senior professionals in a mentorship capacity.

Co-Chairs: Laura Borris, Sacred Heart Assisted Living & Jamie Mohlin, Shakopee Friendship Manor

LEGISLATIVE POLICY COMMITTEE

Functions as the public policy oversight committee—addressing changes in state and federal laws, rules, and interpretations.

Chairperson: Angie Andresen, Ecumen

Vice Chair: Drew Hood, Oak Terrace Assisted Living of North Mankato

NURSING FACILITY REGULATORY COMMITTEE

Discusses federal and state agency regulatory issues including survey and certification issues and new developments, regulatory reform on state and federal levels, and works through the LTC Imperative legislative action team to address regulatory reform.

Chairperson: Kim Rocheleau, Colonial Manor Nursing Home

Vice Chair: Kelly Honstad, Good Samaritan Society—Albert Lea

QUALITY IMPROVEMENT COMMITTEE

Focuses on quality improvement, quality measurement, and clinical issues for all members.

Chairperson: Gail Sheridan, Lifespark Senior Living

Vice Chair: Krista Bernander, St. Otto's Care Center

RECOGNITION COMMITTEE

Is responsible for promoting state and national award participation by members.

Co-Chairs: Racey Gasior, Lifespark Senior Living & Jamie Mohlin, Shakopee Friendship Manor

WORKFORCE COMMITTEE

Addresses the significant workforce recruitment and retention needs that long-term care providers face today.

Chairperson: Erica Sward, Lifespark Senior Living

Vice Chair: Ashley Timmerman, Colonial Manor Nursing Home

Find full descriptions, meeting schedules, and sign up forms at: careproviders.org/committees.



WORKFORCE & QUALITY IN 2024

WORKFORCE

Care Providers of Minnesota is actively engaged in the workforce development arena, ensuring that the voice of the long-term care profession is represented and prioritized for solutions.

- We connect with state agency staff, local elected officials, legislators, career development professionals, workforce strategists, talent managers, and others through our presence on state and regional workforce development boards.
- We participate in advisory committee work with the Department of Employment and Economic Development (DEED) where we are currently addressing the instructor shortage for nursing education programs; diversity, equity, and inclusion as it applies to healthcare careers—particularly those with higher salaries; and general recruitment for healthcare careers.
- We sit on the board of HOSA—the Minnesota chapter of Health Occupation Students of America (HOSA) Future Health Professionals—a student organization committed to empower future health professionals to become leaders in the global health community through education, collaboration, and experience.

- We participate with Perkins Consortium advisory boards and connect with career and technical educators throughout the year, showcasing what long-term care careers have to offer.

Nursing assistants and nurses play a vital role in our settings therefore ensuring the systems of education, training, and testing work optimally and are meeting the needs of our industry. To that end, we actively advocate for these professionals through participation in advisory groups and directly with the Minnesota Department of Health, Minnesota State, Board of Nursing, and other ad hoc groups.

Growing the talent pool and attracting new people to our profession is our pathway to stabilize the profession. In 2024, we are excited to launch a new campaign to attract people to our profession. Leveraging an upgraded website, the Caring Careers Start Here brand will promote careers in our sector and encourage job seekers to make a meaningful move towards a career in caregiving, furthering their education, and toward employers who align with their personal values.

QUALITY

The American Health Care Association/National Center for Assisted Living (AHCA/NCAL) Quality Award Program uses the criteria of the Baldrige Excellence Framework to guide members through three progressive levels of achievement: Bronze—Commitment to Quality; Silver—Achievement in Quality; and Gold—Excellence in Quality.

- **NATIONAL QUALITY AWARDS:** current, active award recipients: 53 Gold | 283 Silver | 1,013 Bronze
- **MINNESOTA QUALITY AWARDS:** current, active award recipients: 5 Gold | 7 Silver | 28 Bronze

The AHCA/NCAL Quality Award Program is the only national quality recognition program for the senior care profession that utilizes this proven framework. The number of assisted living providers earning a Quality Award continues to grow, and in 2018 began achieving Gold. Recipients of an AHCA/NCAL National Quality Award consistently perform better than the rest of the nation in key areas of quality care. Data points and more can be found at www.ahcancal.org.

The AHCA/NCAL National Quality Awards Program is a progressive program that is based on the Baldrige Criteria for Performance Excellence. Participants move from the Bronze level, to Silver, and then ultimately to the Gold. Bronze recipients must demonstrate a groundwork for excellence by completing a self-assessment that outlays their organizational priorities and goals. Silver awardees outline their systematic approaches and demonstrate sustainable organizational and process results linked to their key customer requirements, success factors, and challenges. Gold recipients represent an elite group by meeting demands of the Baldrige Criteria, they demonstrate the achievement of high levels of performance over time in the areas of: leadership, strategic planning, customer service, workforce, operations, and knowledge management.

Your Association contact for any questions on this program is Shauna Kapsner at: skapsner@careproviders.org.

CARE PROVIDERS OF MINNESOTA

BOARD OF DIRECTORS & COMMITTEE CHAIRS

The Board of Directors is the policy-making body of Care Providers of Minnesota. They represent our entire membership and manage the Association's business, property, and affairs.



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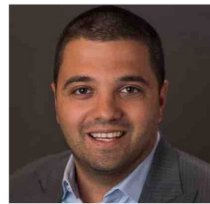
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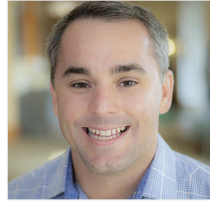
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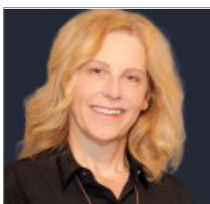
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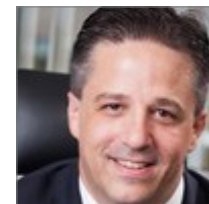
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ANNUAL MEETING—NOVEMBER 11, 2024 MYSTIC LAKE CENTER

Every facility and assisted living member is encouraged to attend Care Providers of Minnesota's annual business meeting in November where YOU can determine who the Association volunteer leaders will be (i.e., Board of Directors)—among other membership decisions that you can vote on!



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CARE PROVIDERS OF MINNESOTA
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January 2024

CARE PROVIDERS OF MINNESOTA