

# PRESIDENT'S MESSAGE

December 2018

Dear Members:

Founded in 1980, the Colorado Gerontological Society celebrates this, our 39<sup>th</sup> Annual Meeting. I am filled with a sense of pride and satisfaction as I look back over my years of service as President of this fine organization.

Confucius said that “the man who moves a mountain begins by carrying away small stones.” So it is with the Society. Over the years the services offered, the initiatives undertaken and the amount of good work done by the Society has expanded, making its’ programs and services a part of the lives of the senior community throughout the entire state of Colorado.

I have worked in the field of aging for more than 20 years in the Denver area as a community liaison in health care. Much of my work has focused on bringing home care to Medicare beneficiaries. The networking and relationships that I have built over the years working with The Society have given me the opportunity bring quality of care to seniors and to help them to stay in their own homes longer.

A special “thank you” to all of the volunteers who have worked with the Society over the past year including: The Schwabies for Good (from Charles Schwab), Xcel Energy, PharmD Students University of Colorado School of Pharmacy, Holiday Basket volunteers, Pro Bona Challenge Volunteers (Charles Schwab), Make A Difference Day audiologists, dentists, and optometrists, Salute to Seniors Planning Committee, Salute to Seniors Volunteers, Forney Museum of Transportation, Advance Care Planning Advisory Committee and Partners, and most of all, the Board of Directors.

The Society is continuing to implement the Strategic Plan that was approved in 2018. As part of our vision to expand our statewide presence, our work in 2018 included working in 21 rural counties (and 8 urban counties) providing health literacy, providing Medicare updates in 5 rural counties (and 7 urban counties), and offering technical assistance and training of assisted living residences in 6 rural counties (and 7 urban counties).

The Society strives to provide leadership and training to those working in the field, and to continue to serve seniors and their families who are in need of services.

It is my pleasure to continue to serve as President of this outstanding organization in 2019 and I look forward to continuing to work with the Society in the future. It is our goal to continue to serve as a trusted source of information and to serve the needs of seniors in metro Denver and surrounding communities. Thank you for your support.

Respectfully submitted,

Ron Wright  
President, Board of Directors

## 2018 BOARD OF DIRECTORS

Ron Wright, President, *Human Touch*  
 Sara Froelich, President-Elect, *The Kenney Group*  
 Arvella Lucas, Past President, *U.S. Bank - Silver Elite*  
 Juanita Rios-Johnston, Secretary/Treasurer, *Retired*  
 Shauna Broadus, *Warner Pacific*  
 Karen Brown, *Senior Matters*

Carl Harris, *Retired*  
 Julia Kraft, *Kraft Home*  
 Karlene Martin, *Shield Health Care*  
 Shannon McNulty, *Consultant*  
 Ruth Oppenheim, *Retired, Lifetime Member*  
 Carol Riggensbach, *Bridge at Alamosa*

## STAFF AND CONSULTANTS



Eileen Doherty  
Executive Director



Roger Doherty  
Business Manager



Pat Cook  
Special Projects Manager



Janet Weipert  
Volunteer



Phyllis Hirschfeld  
Policy Analyst



Maria Madrid  
Project Manager  
Latino Services



Bernie Schmeits  
Project Manager  
Vision/Hearing



Lynn Davis  
Project Manager  
Education & Training



Shewit Doherty  
Marketing Consultant



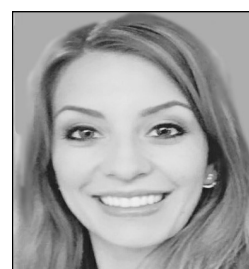
Susan Cox  
Community Liaison  
Government Relations



Jerry McElroy  
Community Liaison  
Government Relations



Eugene Doherty  
Data Management  
IT Consultant



Leticia Chavez  
Program Assistant

## 2018 ANNUAL MEETING SPONSORS

### *Executive Sponsors*

Optum  
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City and County of Denver

### *Gold Sponsors*

Bright Health Medicare Advantage  
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### *Host of Annual Meeting*

Cherry Creek Retirement Village

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The Senior Citizens League  
U.S. Bank - Silver Elite  
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Vivage Senior Living

### *Media Sponsors*

50+ Marketplace News  
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Estrella TV  
KUVU/KVJZ Jazz89  
Seniors Blue Book

*We are grateful for the many contributors  
and volunteers for their support of  
The Society's work.*

## ANNUAL MEETING AGENDA

**December 6, 2018**  
2:30 pm to 4:30 pm  
Cherry Creek Retirement Village  
14555 E Hampden Ave, Aurora CO

2:30 Social Hour and Reception

3:30 39th Annual Meeting of the Membership

- Call To Order
- Secretary's Report
- Treasurer's Report
- Keynote Address
- Election of Board Members
- Scholarships
- Awards
- Annual Report

4:30 Adjourn



An older adult at The 2018 Salute experiencing virtual reality for the first time. The theme for The 2018 Salute was Creative Aging with a focus on technology allowing older adults and their families to experience using new technology available for the entire family.

## 2018 AWARDS

### PIONEER IN AGING AWARD



**Bernard A. Poskus, JD**  
*Retired,  
Poskus, Caton & Klein, PC  
Denver*

Bernard A Poskus attended University of Akron School of Law in Akron, Ohio. Graduating in 1978 he started his law career in Illinois working for the Legal Aid Society.

From 1981-1985, he worked for Colorado Legal Services in Grand Junction. As part of the national initiatives to implement the nursing home ombudsman program designed to give residents in nursing homes a voice to deal with their complaints, Poskus hired a half-time paralegal to visit residents in nursing homes and help solve their issues.

In 1985, he moved to the Denver office of Colorado Legal Services to head up the consumer unit. As an afterthought, he was asked to supervise the "senior unit", one day a week. As the older adult population grew, so too did the older adults caseload.

Poskus is responsible for a monumental court decision, in which he successfully argued for the Medicaid Income Trust in which an individual who makes too much money to qualify for Medicaid can establish a Trust, put all of their income in the Trust, and then qualify for Medicaid. The case is used by the federal government and states to determine Medicaid eligibility for those who are over income.

Although he enjoyed his work at Colorado Legal Services, with the election of President George H. W. Bush in 1989, the nation was poised to reduce legal services for the poor and vulnerable. With that political reality, Poskus opened a private practice doing Medicaid and estate planning, wills and trusts. He retired in 2016.

Poskus served on the Board of the Alzheimer's Association for more than 20 years. He met annually with congressional representatives advocating for more funding for Alzheimer's research and training.

The Society is pleased to present the Pioneer in Aging Award to Bernard A Poskus.

*The Pioneer in Aging Award was established to recognize individuals who have been working continuously in the field of aging making contributions at the federal, state, and local level for 30 years or more.*

### YOUNG PROFESSIONAL IN AGING



**Nanae Ito, MSW**  
*Director of Case Management  
Senior Support Services  
Denver, CO*

Nanae Ito earned a Master's Degree in Social Work from the University of Denver in Spring 2017. Her primary area of focus was aging services and policy. During her field work in her second year of study at University of Denver, she spent one day a week at the Colorado Gerontological Society as we launched the Advance Care Planning program.

In November 2017, she joined Senior Support Services as the Director of Case Management where staff work tirelessly each day to find services for some of the most vulnerable older adults in Denver.

Her Department provides one-to-one counseling and help to secure substance abuse services, housing and shelter needs, and benefits such as Old Age Pension, Medicaid, and SNAP.

She received her undergraduate degree in Sociology and Political Science at the University of Alaska in Fairbanks.

Before coming to Colorado for graduate school, she spent five years as a hospice volunteer in Fairbanks. There she developed a passion for working with older adults in such areas as hospice care, community support, advance care planning and the need to ensure dignity and quality of life for those who are at the end of life.

In her current job, she enjoys getting to the know the client and listening to their personal story. She feels it is utmost important to be "present" when working with clients understanding their story, their pain and their joy. She knows that she can't solve everyone's problem, but she knows that she can be "present" for everyone with whom she works.

The Society is pleased to present the Young Professional in Aging Award to Nanae Ito.

*The Young Professional in Aging Award was established to recognize individuals who express interest in gerontology and are enthusiastic advocates for older adults. The Award is given to individuals who are under the age of 50.*



## 2018 AWARDS

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Nicholas C. Peterson, MA**  
*Motivational Speaker*  
*Parkinson's Disease Survivor*  
*Aurora, CO*

Nicholas C Peterson earned his Bachelor's (1972) and Master's (1978) degrees in English from Arizona State University.

As a motivational speaker, he has worked in 27 states and Canada doing keynotes and workshops on diversity with an emphasis on disability issues for industry and government agencies.

Nick describes himself as "an expert who uses the English language as a tool for effective communication, both written and spoken". He says "I can help you take a speech or presentation that's informative and make it informative, entertaining, and memorable." He specializes "in using stories and appropriate humor so the audience will leave talking about what they have learned and . . . want more".

He was a spokesperson for the United Parkinson Foundation of Chicago. He is also active with the Parkinson's Association of the Rockies here in Denver. He worked with a team of individuals who lived with Parkinson's bringing to his audience the need to "communicate" with those who suffer from the disease. His approach "if you don't know what they need . . . Ask them . . . Most of the time they can tell you what they need . . . and how they need you to help them."

He has three publications: "Develop the Skills of a Raconteur", "Real-life Training for Home Health Aides" and "Imagination - Our Secret Ally".

Although he has had Parkinson's Disease for many years, he continued to work, including training administrators in the assisted living course offered by The Society.

The Society is pleased to present the Al Berger Community Service in Aging Award to the Nick Peterson for bringing humor to our world.

*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to the improve the quality of life efforts following the passage of OBRA in 1987.*

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Matthew Carlston, DDS**  
*Comfort Dental Englewood*  
*Denver, CO*

Matthew Carlston, DDS is a licensed general dentist practicing at Comfort Dental of Englewood in Denver. He completed his undergraduate studies at Utah State University in 2000 and his dental studies at Temple University School of Dentistry in 2004.

In his dental practice, Matt is a recipient of the Low Income Senior Dental grants through the State of Colorado. Through these grants, Matt is able to provide free or low cost dental work to individuals over age 60 who are not eligible for Medicaid. He has been involved with this program since 2013.

Since 2005, in addition to managing his own grant program, Matt frequently takes referrals from The Society of cases that are complex and difficult. Oftentimes they don't have a payer source, but he graciously sees those patients with the ultimate goal of making them pain free and able to smile again.

Since 2004, he has participated in Comfort Dental's Annual Care Day giving free dentistry to those in need on December 24.

Matt completed his church service mission for The Church of Jesus Christ of Latter Day Saints in Costa Rica from 1996-1998. He has done international mission trips since 2006 performing humanitarian dental care. He has worked in Mexico, Guatemala, Peru, and Honduras. He began the Improving Tomorrow Foundation in 2013 to serve people in underserved countries.

He is married to Callie and they have three children, Luke 17, Charles 15, and Kate 12.

The Society is pleased to present the Al Berger Community Service in Aging Award to Matt Carlston, DDS for his work with low to middle income older adults who need extra special dental services.

*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to the improve the quality of life efforts following the passage of OBRA in 1987.*

## 2018 AWARDS

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Jeanette Hensley**  
Volunteer  
Colorado Senior Lobby  
Arvada CO

Jeanette is the former Director of Aging and Adult Services at Colorado Department of Human Services. As the Director, she was responsible for services to those 60 and over. Specifically she was responsible for programs including the Older Americans Act and State Services for Seniors, Old Age Pension, Home Care programs, and Adult Protective Services.

Jeanette worked for more than 30 years for the State of Colorado. She has a thorough understanding of the regulatory process and how the programs which she managed affect the lives of "real people".

She is a graduate of Colorado State University in the class of 1980 with a specialty in communication disorders and psychology.

In her retirement, she has become very active with the Colorado Senior Lobby as a volunteer. She is currently the Secretary. She co-chairs the Legislative Committee and leads the CSL Capitol Gang.

The Capitol Gang meets at the legislature and works with older adults who want to learn more about advocacy and working with legislators to change the laws that impact senior programs. She believes that playing a role in senior politics is rewarding and has many benefits for older adults.

She also is leading a fundraising effort to raise \$1000 for Pancreatic Cancer Action Network.

Her favorite quotes are "Don't ever let anyone take your dignity from you, for those who try are not worthy of your friendship". And she has another "You have to love yourself before you can love anyone else".

The Society is pleased to present the Al Berger Community Service Award to Jeanette Hensley for her ongoing work in the community.

*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to improve the quality of life efforts following the passage of OBRA in 1987.*

### EUGENE DAWSON LEADERSHIP IN AGING AWARD



**Julie Kraft**  
Owner  
Kraft Home  
Denver CO

Julie Kraft has been the owner and administrator of Kraft Home since 1981. As a young mother, she worked as a nurse in long term care. However, due to health conditions of her children, she found herself unable to continue in full time employment outside the home.

Knowing that she wanted to keep working and helping older people, she started a home business caring for older adults who needed assistance with meals, medications, bathing and other personal care. In 1981, prior to any rules or legislative oversight, she opened Kraft Home to serve those individuals who needed help, but were not eligible to receive care in a nursing home.

In her 37 years of providing assisted living services to the Denver area, she has served 792 residents. The longest resident in her home lived there for 23 years.

Today she specializes in serving those hard-to-place individuals who bring a unique personality to her home and those who just need a special place to "call home". She has an extraordinary skill in getting most everybody to trust her and to allow her or her staff to meet their needs. "She says she has loved every minute of making a home for others in her home".

She made the business a family business. Today her children are grown. She still relies on her children, the grandchildren, and other family members to help in the business.

She has successfully helped one son operate one of the homes, but she is never "too far away" to provide the ongoing oversight and supervision to help him and his residents.

She has been involved in all of the major rule re-writes of assisted living - sometimes more active than others.

Accepting a position in 1989, she is the longest serving member of the Board of Directors of The Society.

The Society is pleased to present the Eugene Dawson Leadership Award in Aging to Julie Kraft.

*Eugene Dawson was the first president of The Society from 1980-1982. His leadership has helped to bring increased awareness and recognition to the field of gerontology. The award recognizes elders who continue to work in*

## 2018 AWARDS

### CORPORATE AWARD IN AGING AWARD



**Denver Regional Council of Governments  
Area Agency on Aging  
Denver CO**

The Denver Regional Council of Governments was designated as the Area Agency on Aging more than 40 years ago. The Area Agency is funded through the Older Americans Act. The Area Agency is designated as the planning and service agency for a region. Today, the DRCOG Area Agency is responsible for the eight-county area including Adams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Gilpin, and Jefferson counties.

Area Agencies are responsible for developing local four-year plans that are used for funding programs to meet local needs. The plans are also used for developing a state plan to meet the need of older adults in the state.

In addition, to funding through the Older Americans Act, the State of Colorado has provided additional state funds to support the services needed by older Americans. The Area Agency is also designated at the Aging and Disability Resource Center for the Metro Denver area.

The Area Agency makes funding available to local agencies for services such as congregate meals, meals on wheels, homemaker services, transportation, legal services, caregiver services, and other necessary services to meet the needs of older adults. The Area Agency funds the vision and hearing grant programs managed by The Society.

The Area Agency also provides other resources including case management services; Network of Care, a listing of services available to older adults; Senior Health Insurance Counseling services; and Ombudsman Services for investigating complaints in nursing homes and assisted living residences.

We are grateful for all of the support the Denver Regional Council of Governments Area Agency on Aging has provided to The Society to meet the ongoing needs of older adults.

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*The Corporate Award in Aging was established to recognize businesses and organizations that support the field of aging with leadership, community service, and improving the quality of life for older adults through their agency mission.*

### CORPORATE AWARD IN AGING AWARD



**Latino Community Foundation of Colorado  
Latino Age Wave  
Denver CO**

Latino Age Wave, sponsored by Latino Community Foundation of Colorado is active in Colorado, primarily in the Denver area to increase awareness and shape the delivery of services to older Latinos in our community.

Launched in October 2011, the Latino Age Wave was developed in response to *national research by Hispanics in Philanthropy that projected a "wave" of Latinos entering la tercera edad* (third stage of life), with numbers rising by 224 percent by 2030. This research also identified a unique set of needs and challenges for this growing population.

Recognizing the changing demographics of older adults in Colorado, The Society has partnered with Latino Age Wave on a number of projects including a) enrollment of Latinos in the Medicare Savings Program; b) advance care planning; c) benefits counseling for Latino elders in the Montbello demonstration project; d) training and technical assistance for the Connectores; and e) active participation in community training and awareness.

The philosophy and values of Latino Age Wave include a) cultural relevancy by honoring the unique cultures, values, languages and familial relationships of Latino populations; b) independence by helping older adults to live independently and maintain a high quality of life; c) intergenerational strength by engaging the whole family including older members of the family as well as young people in the household; and d) respect for elders by acknowledging the wisdom, knowledge, and experience as invaluable assets to family and community.

We are grateful for all of the support Latino Community Foundation of Colorado - Latino Age Wave has given to The Society in helping us to better meet the needs of older Latinos in Colorado.

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*The Corporate Award in Aging was established to recognize businesses and organizations that support the field of aging with leadership, community service, and improving the quality of life for older adults through their agency mission.*

## 2018 HENRY WELCH SCHOLARSHIPS

### **Andrea Mendez Colmenares**

Fort Collins, CO  
Colorado State University - Fort Collins  
Graduate of Professional Degree  
Molecular, Cellular and Integrative Neurosciences  
Expected Graduation Date May 2022

Andrea Mendez Colemanares is a medical doctor from Venezuela who is currently finishing her graduate studies at Colorado State University. After graduate school, she is planning to study neurology and the elderly.

Andrea is planning to dedicate her career to study age-related disorders and help the elderly with dementia. As more people are suffering from age-related diseases that affect the brain, the future of neurology lies in the development of interventions that delay or prevent progressive neurodegenerative diseases. As a medical doctor, she brings to this area of research an overall understanding of the relationship of medicine, neurology, and brain functioning.

In Venezuela, she has studied the process of aging and the effect of chronic diseases such as hypertension on the development of neurological disorders.

She currently works in the BRAIN Laboratory to better understand the neural and physiological mechanisms underlying the beneficial effects of lifestyle such as physical activity, aerobic fitness, and occupation complexity on the aging brain and mind. The goal is to help people live healthier lives in the future. Her personal goal is to create interventions to prevent chronic diseases in Venezuela and Latin America.

The Colorado Gerontological Society is proud to present a \$1000 Henry Welch Scholarship to Andre Mendez Colmenares.



### **Aspen Knackstedt**

Wellington, CO  
Colorado State University  
Bachelor's Degree  
Major: Human Development  
Minor: Gerontology and Business Administration  
Expected Graduation May 2019

Aspen Knackstedt is currently studying Human Development with a minor in Gerontology and Business administration at Colorado State University.

To date, she has completed four internships working with older adults at Columbine Health Systems, Collinswood, and Golden Peaks. She has worked in activities, provided companionship and family/resident relations, and provider relations.

She is planning a fifth internship in admissions at Centre Avenue Health and Rehab for her final semester in college. Understanding that anxiety is a major concern as part of the admission process in long term care and rehab placement, she hopes to find ways to help residents and families cope better.

Among her skills, Aspen is always able to find something in common with older adults whom she is assigned to work with, whether it be playing music, baking, quilting, animals, building or other shared interests. She finds the personal one-to-one relationships are the most important part of her internships.

She is currently applying for graduate school in Social Work and Business Administration. Her ultimate career goal is to become an assisted living administrator.

The Colorado Gerontological Society is proud to present a \$1000 Henry Welch Scholarship to Aspen Knackstedt.

## HENRY WELCH SCHOLARSHIPS

The Henry Welch Scholarships are made possible through the generous support of the members of the Colorado Gerontological Society.

Henry Welch was a founding member of the Board of Directors of the Colorado Gerontological Society. Henry served as the first treasurer of The Society, helped to write the articles of incorporation and the by-laws, and provided parliamentary support. The Scholarship Fund was established to continue his vision of educating professionals in the field of aging.

For most of his career, Henry served the Denver community and Colorado, at the Metropolitan Council for Community Services, which is now the planning division of Mile High United Way. He excelled at community organization. Henry helped to found the Institute of Gerontology at the University of Denver in 1977 with support from the Administration on Aging.

# 2018 ANNUAL REPORT

Organizations are like babies. They must continuously grow and develop. Growth happens in spurts. The Colorado Gerontological Society is in a constant state of growth and development, ever evolving to meet the growing needs of the aging population.

Meeting the needs of Baby Boomers is foremost and now a critical component of future strategic planning. Although Baby Boomers have enjoyed a higher standard of living, many of them will enter retirement less financially stable and in poorer health than their parents.

While more Baby Boomers and their parents are college educated, The Society is expanding our health literacy tools to include multiple modalities for learning to meet the needs of the expanding Medicare/Medicaid population, including written materials, videos, and use of web based applications to manage personal health care.

The Society is expanding our infrastructure to better serve Latino elders, the fastest growing cohort in the aging population. Increasing internal staff capacity with bilingual staff and providing training to the community to increase staff competencies in other agencies is a significant part of the plan.

## STRATEGIC PLAN GOALS

- ◆ To develop strong Board Leadership
- ◆ To implement a Succession Plan for a new Executive Director by 2021
- ◆ To provide Benefit Counseling to 5000 older annually by 2020
- ◆ To advocate for ten legislative and policy discussions annually at the federal, state or local level by 2020
- ◆ To provide 75 professional education and training programs annually by 2020
- ◆ To provide outreach, community education and training for 5000 older adults annually by 2020
- ◆ To increase membership to 1000 individuals by 2020

The Society has become very data driven in our work, using evidence based practices to deliver services, as well as provide education and training services.

## MEDICARE AND MEDICAID INITIATIVES

- ◆ The purpose and benefit of the Medicare Advantage Work Group is to foster regular communication with representatives from managed care, the Colorado Division of Insurance, and consumer advocates to discuss managed care issues of eligibility, enrollment, and delivery of care.
- ◆ Provided counseling and enrollment for Medicare beneficiaries on benefits, enrollment, and Medicare Savings Program and Low Income Subsidy enrollment.
- ◆ Conducted Medicare Monday on October 15, 22, 29, 30, and November 6 and 7 in 19 locations including: Alamosa, Colorado Springs, Grand Junction, Aurora, Denver (2x), Littleton (2X), Centennial, Greeley, Carbondale, Salida, Delta, Montrose, Lakewood, Westminster, and Northglenn. Total attendance was 863. Additional seminars were provided to Medicare beneficiaries upon request. Support was received from Rose Community Foundation, PhRMA and the health plans.

## MEMBERSHIP SERVICES

- ◆ Maintained a membership of approximately 359 individuals, and 71 organizations.
- ◆ Continued expansion of social networking initiatives including LinkedIn, Twitter, and Facebook for members and non-members. Currently there are 6120 LinkedIn connections, 274 Twitter followers, and more than 400 Facebook followers.
- ◆ The Society is highly engaged with the external environment. Staff regularly attend stakeholder meetings to represent older adults on the following Boards and Committees: We Work for Health, Health Leadership Council, Health Advocates Alliance, Colorado Health Policy Coalition, Colorado Department of Public Health and Environment Assisted Living Residence Advisory Committee; Southwest Coalition on Aging, Saint Joseph Hospital Community Forum, Northwest Coalition for Seniors; East Coalition on Aging, Denver Department of Human Services Forensic Team, Chronic Care Collaborative, Home Care Advisory Committee, Medicaid Home Health Care, Medicaid Long Term Care Support

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Services, Health Insurance Exchanges, Colorado Coalition for Senior Behavioral Health and Wellness, Senior Low Income Dental Committee, Alternative Care Facility Committee, Colorado Senior Lobby, Colorado Department of Health Care Policy and Financing Older Adult Committee, Aging Dialogue, Denver Office of Aging Housing Collaborative and Outreach Committee, Aurora Health Access, Denver Housing Authority, Arapahoe County Council on Aging, Douglas County Council on Aging, Jefferson County Aging Well, Hispanic Advisory Committee of the Alzheimer's Association—Colorado Chapter, Hispanic Chamber of Commerce, Denver Regional Council of Governments Contractor Meetings, and Colorado Health Foundation Health Advocacy Convening.

## CONSUMER EDUCATION

- ◆ Promoted utilization of the website at [www.senioranswers.org](http://www.senioranswers.org). The site had 299,099 views and more than 68,448 viewers. The Society is ranked in the top ten on Google when searching "Colorado Seniors".
- ◆ Distributed and authored for publication a monthly column for the senior newspapers in the state on senior issues reaching more than 300,000 older adults and their families each month.
- ◆ Exhibited and/or presented at 185 consumer education fairs or consumer educational programs in metro Denver area, Boulder, Longmont, Montrose, Salida, and Fort Collins in which 11,121 educational piece of information were distributed.
- ◆ Distributed 20,000 copies of the *Senior Resource Guidebook* to families and older adults., with more than 10,000 going to libraries throughout Colorado.
- ◆ Distributed copies of three issues of the *STA-Well News* to 25,000 households.
- ◆ Appeared on 13 radio and television programs throughout the year.

## PROFESSIONAL EDUCATION

- ◆ Offered a fax/e-mail broadcast system to keep members informed of current senior issues .
- ◆ Conducted Network North in Boulder with 11 meetings for persons employed in aging with an average attendance of 10 persons at each session.

- ◆ Conducted 11 Senior Issues Briefings in Denver for persons working in aging with an average attendance of 20 persons at each session.
- ◆ Hosted monthly the Senior Benefits Collaborative to increase sustainability and improve skill sets for front line workers on senior benefits with an average attendance of 15 people at the monthly sessions.
- ◆ Conducted four classes with 11 attendees on Elder Abuse for Mandatory Reporters.

## ANNUAL MEETING

- ◆ Conducted the annual meeting and social hour for members and guests on December 6 with 50 members and guests attending. Published the *39th Annual Report*.
- ◆ Presented the annual awards
  - Al Berger Distinguished Service in Aging Award*  
Jeanette Hensley  
Nicholas C. Peterson  
Matt Carlston, DDS
  - Young Professional Award in Aging*  
Nanae Ito, Senior Support Services
  - Pioneer in Aging Award*  
Bernard A Poskus, Retired
  - Eugene Dawson Leadership Award*  
Julie Kraft, Kraft Home
  - Corporate Award in Aging*  
Denver Regional Council of Governments - AAA  
Latino Community Foundation - Latino Age Wave
- ◆ Awarded two \$1000 scholarships to Andrea Mendez Colmenares and Aspen Knackstedt, both studying at Colorado State University, Fort Collins.

## PUBLIC POLICY

- ◆ Eileen Doherty continued to serve as a national co-chair of the We Work For Health committee to promote positive relationships between the health care industry, government regulators, and consumer advocates. She attended meetings with members of the Congressional delegation requesting their support for Medicare and bio-science research support.
- ◆ Continued to monitor changes in Medicare, Medicaid, housing, transportation, homestead exemption, property tax/rent/heat rebate, home care, Home Care

# 2018 ANNUAL REPORT

Allowance, prescription drugs, Old Age Pension, Older Americans Act, Old Age Pension Health and Medical Fund, Adult Foster Care, and Social Security by meeting with community groups, State elected officials, and congressional representatives.

- ◆ Provided leadership, testimony, and technical assistance to the Colorado Department of Health Care Policy and Financing on the re-write of the Adult Financial Rules.
- ◆ Actively involved in the re-write of the Assisted Living rules and regulations including attendance at stakeholder meetings, providing input to Department staff, providing public testimony, community organization of the industry, and participation in the town hall meetings.

## **SALUTE TO CREATIVE AGING (Formerly Salute to Seniors)**

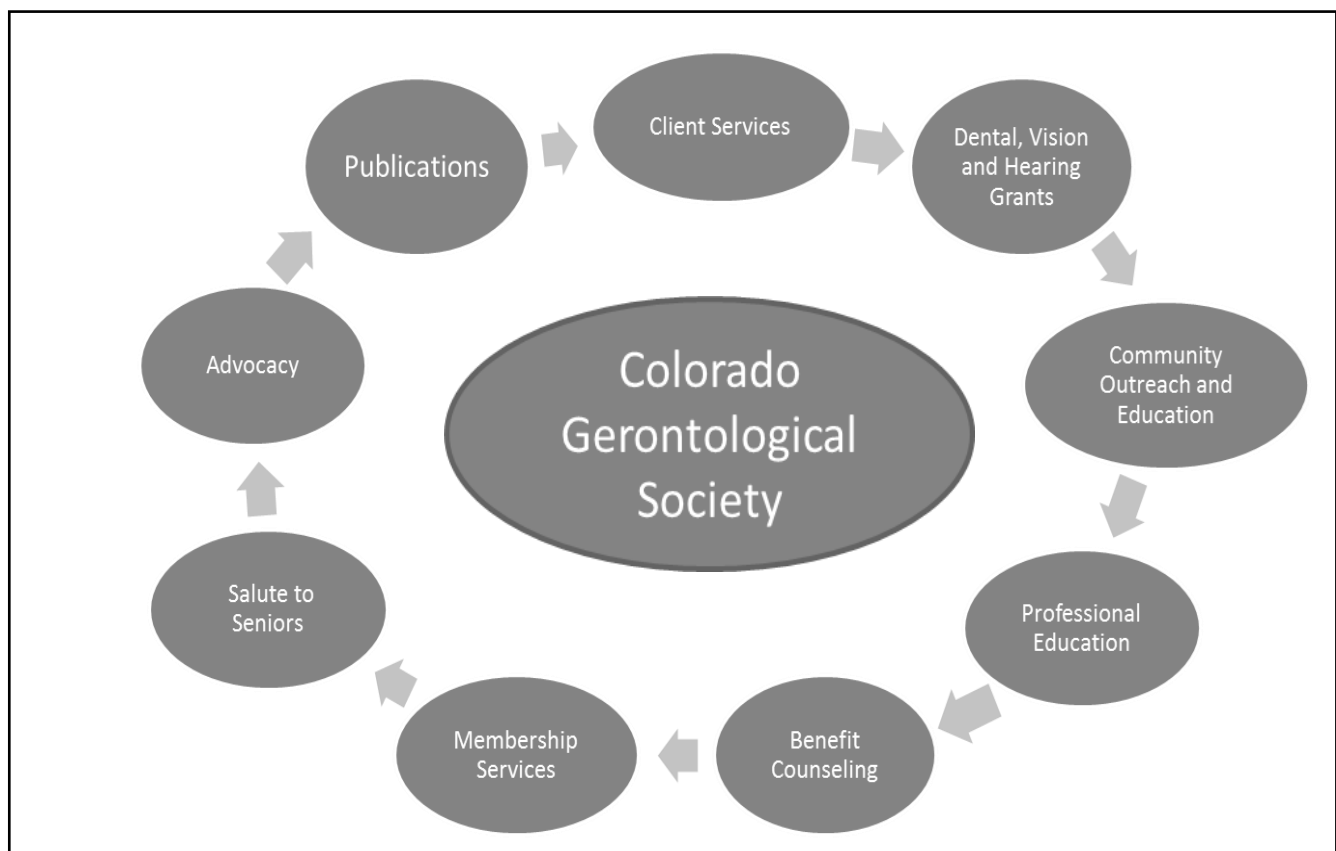
- ◆ The theme was The Tech Trek, designed to provide hands on experience and information about technology that is impacting the lives of older adults.

- ◆ Entertainment included: One World Singers, Nearly There, Colorado New Style and The Jerseys. Other entertainment features included period era cars from Forney Museum of Transportation, and scientist impersonators including Galileo Galilei, Sir Isaac Newton, Maria Curie, Albert Einstein, and Nikola Tesla.

- ◆ Attendance of 1500 older adults and families.

- ◆ Hosted a total of 100 exhibit booths giving sponsors the opportunity to increase sales leads, expand community awareness, and provide education to consumers about resources and services in the community. Partnered with Denver Department of Human Services as the Host and Optum as the Title Sponsor. Media Sponsors included: KUVU/ KVJZ Jazz89, 9NEWS SeniorSource, Seniors Blue Book, Estrella TV, 50+ Marketplace News, and The Prime Time for Seniors!

- ◆ Published 1500 copies of the *Official Program Guide* for distribution.



# 2018 ANNUAL REPORT

## ASSISTED LIVING RESIDENCE LEADERSHIP TRAINING

- ◆ Trained and certified 79 persons as assisted living residence operators, an increase of 3% from 2017.
- ◆ Revised the training manual to meet the new 40 hour training curriculum and the competency exam as prescribed by the Colorado Department of Public Health and Environment.
- ◆ Attended the monthly Colorado Department of Public Health Assisted Living Advisory Committee meetings.
- ◆ Trained and provided Quality Management Program Implementation strategies to be in compliance with state regulations on quality management plans starting January 1, 2016. Staff meet state-approved requirements to bring companies in compliance with the law.
- ◆ Provided training for more than 100 professionals working in assisted living on the updated rules and regulations.
- ◆ Provided training and technical assistance. on "Preparing for a Survey with the New Rules".

## CULTURAL COMPETENCY

- ◆ Translation into Spanish selected print, training, and outreach materials.
- ◆ Translated, published, and distributed the Health Literacy toolkit in English, Spanish, Chinese, and Russian.
- ◆ Recorded 11 videos on "Words to Know About Health Insurance", "Immunizations, including Shingles", "Medicare Part A, B, C and D" and "Advance Care Planning" in English and Spanish (selected videos only).
- ◆ Translated promotional materials such as applications for grant programs, advance care planning documents, Salute to Creative Aging, Benefits flyers, and other programming materials in English and Spanish.
- ◆ Conducted two Medicare Monday sessions in Spanish.
- ◆ Provide cultural competency training for staff. All staff have attended the LGBTQ training as well.

## CLIENT SERVICES

- ◆ Benefits Counseling Services,. Of those served 2% were Native American, 3% were Asian; 8% were African American, 21% were Hispanic/Latino, and 66% were White. Of those 79% were female and 21% male. Thirty percent reported incomes under \$9600 per year while 52% reported incomes more than \$32,000 per year. The majority or 56% were married. The majority were under age 75, however 5% of the clients were over age 90.
- ◆ Since July 1, 2018 provided 101 grants to low income seniors for hearing aids and 108 grants for eye glasses through a contract with Denver Regional Council of Governments and Daniels Fund. Total grant funding from July 1, 2018 to June 30, 2019 is \$996,000. The 2017 program audit was deemed in compliance with state and federal statutes.
- ◆ Since July 1, 2018 provided 116 grants to low income seniors for dental services through a contract with Colorado Department of Health Care Policy and Financing and Daniels Fund. The 2017 and 2018 program audit for this program was deemed in compliance with state and federal statutes.
- ◆ Provided consumer education to older adults and families. A total of 11,121 outreach materials about services available to older adults such as vision, hearing and dental grants; Medicare Savings Program/Low Income Subsidy; tax rebates and refunds; legal services; housing fact sheets; advance directives and/or the Colorado Senior Resource Guidebook were distributed at 185 consumer fairs.
- ◆ 863 consumers attended educational programs on Medicare changes.
- ◆ Delivered 200 holiday baskets to low income seniors on December 22. Nineteen locations collected food and about 100 volunteers assisted in assembly and delivery. In addition, corporations and individuals donated chickens, potatoes, stuffing, fruit, beans and corn, bread, deserts, candy, and paper products. The value of each basket is approximately \$120.00 in food for a holiday meal, food pantry items, personal hygiene items, paper products and a gift.
- ◆ Served 862 individuals with advance care planning services including information materials and consultation



# 2018 ANNUAL REPORT

on advance directives, powers of attorney, wills, estates and probate, life insurance, and pre-need funerals. Made 65 presentations to consumer groups. The goal is to start the conversation about advance care planning and guide them to take action and complete the planning process.

- ◆ A total of 427 individuals attended the Health Insurance Literacy classes. 3000 copies of the Health Insurance Literacy toolkit were printed in English and 500 copies were printed in Spanish. The Toolkit is also available for download in Chinese and Russian. Outreach sessions were conducted in 29 counties in Colorado.

## RURAL OUTREACH

- ◆ The Society is continuing to implement the Strategic Plan that was approved in 2018. As part of our vision to expand our statewide presence, our work in 2018 included working in 21 rural counties (and 8 urban counties) providing health literacy, providing Medicare updates in 5 rural counties (and 7 urban counties), and offering technical assistance and training of assisted living residences in 6 rural counties (and 7 urban counties).

## SUMMARY

In summary, the goals for 2018 have been achieved. As we look toward 2019, the goals are to continue to be a data-driven and evidence based outcome performance organization that serves the needs of the elders and their families in Colorado.

The Board of Directors and Staff look forward to many more years of serving Colorado seniors.

Eileen Doherty, MS  
Executive Director



Sherry, a volunteer prepares to testify on PTC 104 at a house hearing at the Capitol in April to increase the benefits for low income older adults. The measure failed in the Senate. It is expected to be introduced in the 2019 legislature.



The Colorado Legislature appointed an interim committee to study the impact of the Gallagher Amendment on local property taxes and how the constitutional amendment affects senior programs and other services. At a legislative hearing L to R. Rep Bob Rankin, Legislative Staff, Rep Daneya Esgar (Chair) and Sen Jim Smallwood (Vice Chair) listen to testimony on the proposed recommendations. Some of the recommendations are planned to be introduced in the 2019 legislative session.

## 2019 CALENDAR OF EVENTS

February 28, May 23,  
August 22, November 21

**Board of Directors Meetings**  
1330 Leyden, #109, Denver

October 15  
- December 7

**Medicare Outreach and Training  
for Annual Enrollment Period**  
Times and locations to be  
determined

First Quarter  
8:30 am to noon

**Colorado PALs**  
Location to be determined

October 21, 28  
- November 4

**Medicare Monday**  
Locations vary

First Tues of the month  
8:30 am – 9:30 am

**Network North**  
Golden West, 1055 Adams Circle,  
Boulder

October 26

**Make A Difference Day** (dentists,  
ophthalmologists and audiologists  
volunteer to provide free  
services to low income seniors  
needing hearing aids, dental  
services, and eyeglasses)

Second Tues of month  
8:30 am to 9:30 am

**Senior Issues Briefing**  
Brookdale Mountain View, 8101 E  
Mississippi, Denver

Third Fri of month  
2:00 am to 4:00 pm

**Senior Benefits Collaborative**  
Locations vary

December 5

**40th Annual Meeting and Holiday  
Social Hour**  
Location to be determined

Dates vary

**Leadership in Diversity Training**  
1330 Leyden St, #109, Denver

December 19, 20, and 21

**Holiday Baskets to Needy Seniors**  
First Baptist Church, 1373 Grant,  
Denver

Dates vary

**New To Medicaid**  
1330 Leyden St, #109, Denver

Dates vary

**Advance Care Planning**  
1330 Leyden St, #109, Denver

1st Thursday  
4th quarter  
2:30 pm to 4:00 pm

**Medicare Advantage Work Group**  
Location varies

4th Friday of month  
9:15 am to 10:30 am  
(no meetings in summer)

**Salute to Seniors Committee**  
1330 Leyden St #109, Denver

January 28-Feb 1  
April 22-26  
June 25-28  
September 25-29

**Assisted Living Administrator  
Training**  
Parkplace, 111 Emerson, Denver

Dates vary

**Elder Abuse Training for Mandatory  
Reporters**  
1330 Leyden St #109, Denver

Technical Assistance  
available on request

**Quality Management Training for  
Assisted Living**  
1330 Leyden St #109, Denver

Technical Assistance  
Available on request

**Preparing for a Survey with the  
New ALR Rules**  
1330 Leyden St #109, Denver

March 2  
9:00 am - 3:00 pm

**30th Annual Salute to Seniors**  
Colorado Convention Center,  
700 14th Street, Denver 80202

April 15

**Senior Resource Guidebook**  
27th Edition to be released

# 2018 ADVANCE CARE PLANNING

The Society was able to reach a total of 1994 older adults in Colorado with Advance Care Planning programming. The Society met and exceed all the milestones in the Project.

## BACKGROUND

As part of the strategic plan to increase services to Latino older adults in 2013 and in keeping with the mission, The Society has worked to improve the infrastructure of the organizations serving Latino older adults with training and capacity building programming.

Since 2016, The Society has worked with community agencies to improve advance care planning services to Latino elders. The Society also increased its capacity to better serve Latino elders through the use of staff training, translation and distribution of materials that are culturally and linguistically appropriate, and focused services to meet the needs of Latino elders and their families.

## ENGAGEMENT IN ADVANCE CARE PLANNING

- 862 Latino elders engaged in Advance Care Planning.
- 65 culturally competent educational programs and 63 community outreach events on Advance Care Planning and Benefits were offered in targeted communities.
- 5 Advance Care Planning and retirement educational sessions to 74 Latino older adults in Latino Age Wave's Montbello target neighborhood outreach program.
- 2 Advance Care Planning presentations at conferences: The Rocky Mountain Conference on Dementia and Relatives Raising Children Conference.
- 74 community professionals reached at Cafecito Forum, a collaboration with Latinos for a Secure Retirement, a Washington DC based advocacy organization in the Summer of 2018.

## CAPACITY BUILDING IN THE COMMUNITY

- Collaboration and partnerships with more than 30 agencies serving Latino elders.
- Trained 27 community professionals to engage and

assist with Advance Care Planning as they serve the Latino community.

- Trained 3 Latino Age Wave Conectoras to engage Latino older adults in Montbello.
- Partnered with Kaiser to provide Life Care Planning classes in Spanish in their medical offices.

## ENGAGEMENT SATISFACTION FINDINGS

- 94% strongly agreed or agreed we provided easy to understand information.
- 93% strongly agreed or agreed the information and supports provided met their cultural and linguistic needs.
- 83% strongly agreed or agreed they were able to complete their Advance Care Planning with the information provided.
- 88% strongly agreed or agreed they felt ready to make decision about end-of-life care after engaging in Advance Care Planning.
- Reduction in anxiety, worry, uncertainty and being unconcerned and increase in feelings of being protected, preparedness, and confidence after engaging in Advance Care Planning.

List of Emotions	Emotions Identified Before	Emotions Identified After
Anxiety	11.0%	0.7%
Worry	15.8%	3.0%
Fear	1.8%	1.1%
Sadness	2.2%	1.5%
Unconcerned	19.8%	6.0%
Uncertain	18.3%	7.9%
Happy	9.2%	15.0%
Prepared	12.1%	29.6%
Protected	3.7%	10.1%
Confident	6.2%	25.1%



ACP workshop at Westwood neighborhood. During the break they engaged in Loteria (Mexican bingo), hair cuts, make-up tutorials and a meal boosting the energy of the class.



Engaging community professionals at the Denver Hispanic Chamber of Commerce on the importance of Advance Care Planning, Benefits and services.

# 2018 HEALTH INSURANCE LITERACY



Health Insurance Literacy round tables were conducted on the West Slope, Metro Denver, San Luis Valley, and Weld County to increase older adults use of Medicare and other health services such as shingles vaccines.



Engaging older adults at The Salute on Health Insurance Literacy and Advance Care Planning at one of more than 185 senior fairs and other outreach events.

The Society engaged 427 older adults in rural and urban areas in Colorado on Health Insurance Literacy programming discussing topics such as commonly used health insurance terms, how to effectively interact with doctors and pharmacist and immunizations.

## BACKGROUND

With the award of Health Insurance Literacy Project by the Colorado Health Foundation in 2017, The Society provided low-income older adults the opportunity to understand Health First (Medicaid) and Medicare benefits.

## ENGAGEMENT IN HEALTH INSURANCE LITERACY

- 162 individuals engaged in one to one health insurance literacy sessions.
- Developed Health Insurance Literacy toolkit in English, Spanish, Chinese with a distribution of 2000 copies.
- Bi-lingual Health Insurance Literacy videos are posted on YouTube channel and social media on Medicare, words to know, and immunizations.
- Reached older adults in 29 counties throughout Colorado.

## CAPACITY BUILDING IN THE COMMUNITY

- Established and/or strengthened collaboration with 18 community partners

## ENGAGEMENT SATISFACTION FINDINGS

- 72% strongly agreed or agreed that their questions about Medicare/health insurance were answered.
- 94% strongly agreed they were very confident or confident to talk to their health care provide about their health care needs.
- 95% agreed they were very confident or confident to talk to their pharmacist about their medications.
- 85% reported they were very likely or likely to use the Toolkit and materials provided.
- Resident care managers in senior living residents reported increased confidence and use of correct terminology by their residents after round tables.

## COMMENTS FROM OLDER ADULTS AND THEIR CAREGIVERS

"This toolkit is really valuable. I will be using it. The print is nice and large and easy to read."

"I'm the legal guardian and conservator for my grandfather and I have no idea about how to help him and the toolkit is really helpful."

"It's great to have this toolkit. My mom has Original Medicare and I don't know what that means."

"Last week my grandfather asked me to help him with his benefits and I have no idea where to start. The toolkit is exactly what I need."

## 2018 ADVOCACY AND POLICY

### ASSISTED LIVING RULE RE-WRITE

The Society has actively participated in the re-write of the rules that govern assisted living residences to ensure adequate consumer protections, as well as access to services, especially Medicaid beds.

The advocacy for 2018 strategy has included participation in stakeholder meetings, providing written comments, testifying at town hall meetings, providing fact sheets and information to the industry, organizing industry representatives to participate in the public comments, and conducting a survey to determine the impact of the proposed rules on rates.

The new regulations were effective July 1, 2018. The Society increased its training and consultation efforts to continue with its mission of providing training to professionals serving older adults.

- Offered Assisted Living Administrator training consistent with the rules by increasing the curriculum from 30 to 40 hours with a competency examination to meet the new requirements.
- Conducted nine Assisted Living Rules Update trainings for Assisted Living Residence staff throughout the state/
- Increased consultation and technical assistance services for Quality Management Plans, Preparing for a Survey with the New Rules, and Qualified Medication Assistance Person (starting in January 2019).



Assisted living stakeholders listen intently at the Colorado Board of Public Health meeting to testimony on the proposed new rules. Rules passed and became effective July 1, 2018.

### MEDICARE

The Society's Executive Director, Eileen Doherty as well as two Board Members, Sara Froelich and Karen Brown traveled to Washington, DC to continue conversations on proposed changes to Medicare Part B and keeping Medicare Part D affordable. They met with Senator Cory Gardner, Senator Michael Bennet, Congresswoman Diana DeGette, Congressman Ed Perlmutter, Congressman Mike Coffman, Congressman Jared Polis, Congressman Ken Buck, and Congressman Scott Tipton or their staff. The Society will continue to be present at the national level, as a strategy, to provide information on the needs of Colorado older adults.

At the local level, The Society provided 19 Medicare Mondays in both rural and urban areas of Colorado to 863 Medicare beneficiaries providing the latest information on premiums, deductibles, and co-pays for Medicare Part A and B and D, as well as information on Medicare Advantage plans that are available in the markets throughout Colorado. The Society partnered with Walgreens Pharmacy providing flu, pneumonia, shingles, and whooping cough vaccines at all of the Medicare Monday locations.

The Society provided individual counseling sessions to older adults to discuss their personal Medicare situation. The Society partnered with the University of Colorado School of Pharmacy to provide drug reviews and counseling for individuals who needed help enrolling in a prescription drug plan.



L to R. Karen Brown, Sara Froelich, and Eileen Doherty met in July with the Colorado Congressional delegation advocating for Medicare beneficiaries.

# 2018 HOMESTEAD EXEMPTION SURVEY

The Society, as a stakeholder, continues to be a strong voice for older adults in Colorado. In 2017 and 2018, Governor John Hickenlooper and the Legislature considered eliminating or reducing the Senior Property Homestead Exemption. Seniors were encouraged to contact their legislators and express their concerns. When the Homestead Exemption was discussed during 2018 Joint Budget Committee discussion, the Committee voted to keep the Exemption.

In 2018, The Society collaborated with the Colorado Senior Lobby and the Strategic Action Planning Group on Aging to sponsor a forum on August 14, 2018 at the Police Protective Association, Denver to hear more from home owners who would be affected if changes were made to the program.

About 200 older adults voiced their concerns with 82 individuals returning the survey on the future of the program. Based on the survey, older homeowners believe it is very important to keep the Exemption as currently structured.

During early fall, The Society mailed a similar survey to over 25,000 households statewide regarding the Exemption to determine the importance of the Exemption and if the public believes there should be any changes. A total of 274 older adults responded.

The comments received in the surveys tell a story of older adults not being able to keep up with the cost of living and increased taxes based on higher real estate values when living on a fixed income. For some, downsizing or moving is often not an option with the high real estate values and the ten-year residency requirement to receive the exemption.

## Key Survey Findings

- 73% reported the exemption is very important and 80.6% want to keep the exemption without changes.
- Although 73% of participants responded to being homeowners only 61% received an exemption for 2017.
- The majority or 65% of the respondents over age 75 report the Exemption is very important. Of those, 20% were between ages 76-80; 24% were between ages 81-85, and 21% of those over age 85.
- When asked if the Homestead Exemption has to be changed, how would the participant like to see the program change, participants preferred the following:
  - \* 35% responded to eliminate the 10 year residency requirement
  - \* 19% responded to redirect money to other senior services
  - \* 16% responded to increase renters assistance
  - \* 12% responded means testing/income cap
  - \* Other suggestions given were around the subjects concerning lowering resident requirements and portability, and increasing the exempted property tax cap.
- When asked if participant's supported changing the current exempted property value of \$200,000, what value would you suggest, participants responded:
  - \* 25% said increase to \$250,000
  - \* 30% said increase to \$350,000
  - \* 21% said increase to \$450,000



The Colorado Gerontological Society in collaboration with the Colorado Senior Lobby and the Strategic Action Planning Group on Aging, August 14, 2018 sponsored the Senior Homestead Exemption forum.



## 2018 CLIENT SERVICES



More than \$156,000 was raised as matching funds through Make A Difference Day contributions from dentists, audiologists, and optometrists serving 43 people. The Society is required to raise matching dollars to provide hearing and vision services.



Bernie Schmeits accepts the 2017 donation of a \$2000 check from the Joint Coalition to provide hearing aids and eyeglasses for low income older adults. The Society was awarded \$3000 for 2018 to assist with rides to doctor's appointments, pharmacies, and grocery stores.



200 Holiday Baskets are ready for delivery to low income older adults in the Denver area. More than 100 volunteers help to sort, pack and deliver the baskets. Hundreds of volunteers bring donations of food, gifts and cash to make this a special day for many persons who do not have anyone with whom to celebrate the Holidays.

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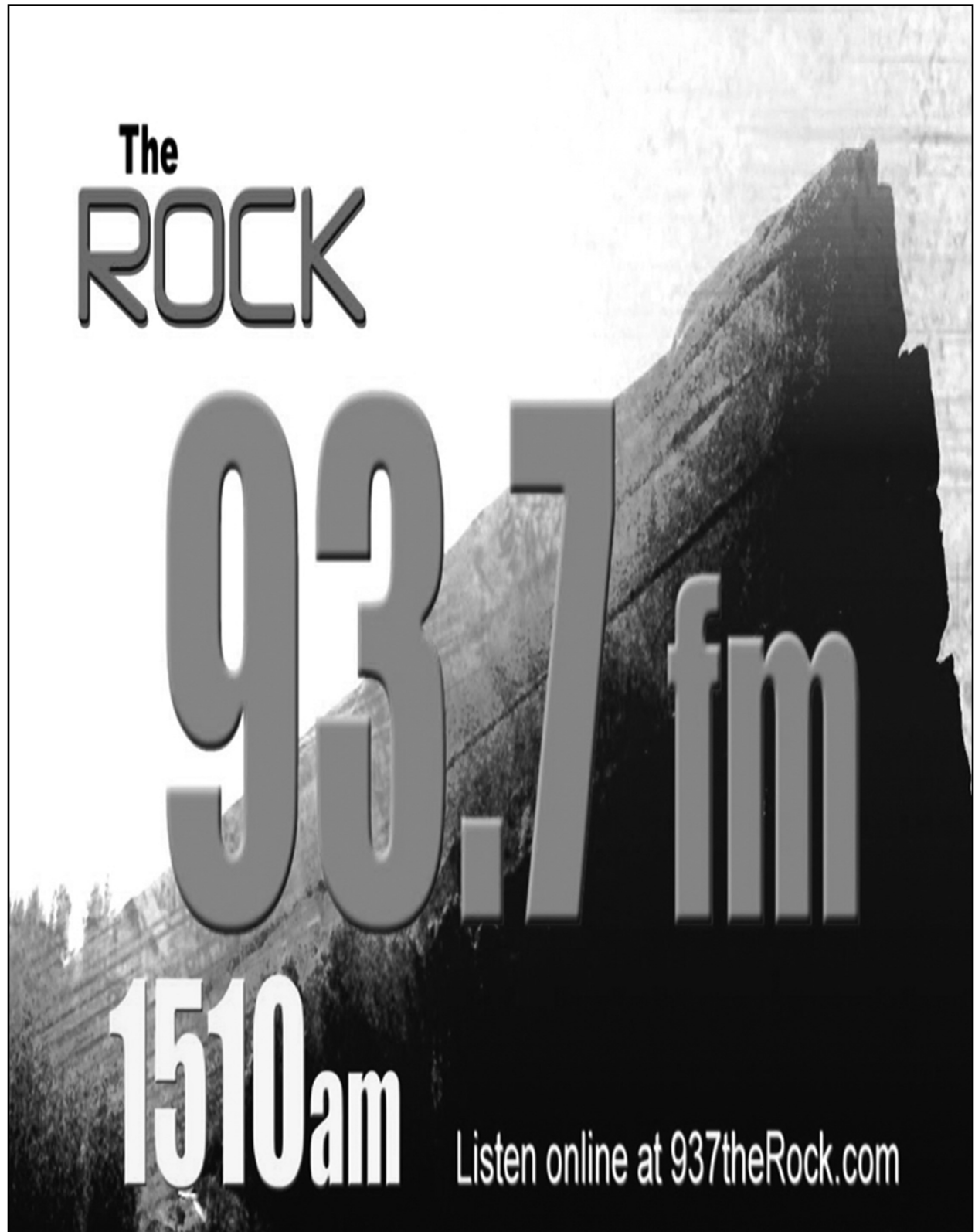
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