

CADBURY AT LEWES
AFTERNOON EXCHANGE
July 2, 2013

Carol Holzman, Executive Director, opened the meeting by welcoming everyone and thanking them for coming to the meeting.

Carol said she had a special program this afternoon, that residents may have read about called Cadbury At Home. Vic Amey, President & CEO, gave a brief history of how the program was developed. He added that in the year 2000, Cadbury At Home won the National Innovator of the Year Award. Vic said that Cadbury Consulting was created in the last few years and they have worked with 11 different organizations to create their own Cadbury At Home program. He said statistics support that the program does not compete with campus based programs, but enhances it. Vic said that we have planned to bring this program to Sussex County. We waited until the recession eased up a bit and our occupancy is up. Vic then introduced Cecily Laidman, Executive Director of Cadbury At Home, and said she could provide details and answer questions about the program.

Cecily said she's been with Cadbury for the last eight months, so she's still a "newbie." She explained that her background included Marketing Director at a CCRC in Princeton, New Jersey and then she worked in Moorestown at Evergreens, before coming to Cadbury.

Cecily explained that there are different types of contracts and that members must qualify medically and financially to join the program. Members are assigned a care coordinator. As an example, she said to imagine you were playing tennis and you tore your rotator cuff and required surgery. Following rehab at Cadbury, you now need help at home to get dressed or need help with activities of daily life. Or, if you have a life changing event, Cadbury At Home can provide whatever services you may need; 2 hours/day, 6 hours/day or full time live in if necessary. Members will also be able to take advantage of the resources available on the campus – classes, pool, library, etc. Cecily said that historically members do not use these resources.

Starting at the end of September, she will be holding three focus groups. Start up will be as soon as possible after that but there needs to be a lot of education. Cecily then opened the floor for questions. Someone asked how pricing was related vs. here. She responded that there is an entrance fee and a monthly fee, but the monthly fees are lower since they live at home. The entrance fee depends on the member's age and type of contract they have. She said the program resembles long term care insurance. Someone asked if there was a maximum age limit. Cecily said there was none, but the main qualifier is health. Vic added that approximately three weeks prior to the focus groups we will do a mass mailing to income qualified seniors. He said don't be offended if you get a notice. He said as is similar to an insurance product, we use actuaries to make projections and analyses for pricing.

The microphone was turned back to Carol. She said she had a nice vacation and spent some quality time with her son who she hadn't seen for over two and half years.

Carol provided some updates:

- We have several new residents. Many of them have received telephone scams. Carol said when people call and ask for personal information, they should be aware and to use caller ID if they have it.
- Parking – Carol reminded everyone that the 15 minute parking spots in the front circle are to be used for things like getting mail, dropping off groceries, etc. She said she received a PMI that when we have guests for programs at night, that they are parking in resident spaces and the spot where the diagonal paint is. Carol said she will call OSHER and ask that participants be respectful of our resident parking. Carol said if you don't use your car a lot, please plan to park farther away so other people can get closer spots.
- Shopping Carts – sometimes they disappear. Please return them to the cart area when finished so they are available for the next person.
- Wellness – the Wellness Center will now be open on Thursdays and Fridays for weight checks, blood pressure checks, etc. Blood draws will be done on Friday mornings.
- Our new Executive Chef starts on July 4 and will be here for the cookout. He has a lot of expertise in the field and showmanship. During the summer we are typically short-staffed so it may take him 30-45 days before we see his showmanship. There is a BBQ outside on Thursday, July 4. Someone asked what time the BBQ is. Carol said she wasn't sure, but that we would put it on the TV channel. She said that in the Bistro we will be streamlining some services and offer 3 entrees. We want to cut down on wasted food and expect things to run a little faster and more efficient. We are adding sandwiches to the menu for a lighter fare.
- Chuck is on vacation and will give an update on work orders at the next meeting.
- Maintenance has finished mulching and we are fully staffed for grass cutting. We hired Joann Feather for weeding and trimming and she has lots of experience. TruGreen was here on June 25th to apply fertilizer and weed killer and they will be back in the Fall to do another application.
- Maintenance refurbished 1 cottage and 3 apartments.
- Carol said she received 6 PMIs about having assistance when opening the bathroom door in the Bistro. This would be very expensive, but Chuck is looking into it. We want to ensure we get the most for our money.
- Any new residents that want their names on the door should contact the front desk.
- In May, we reached 90% occupancy for Independent Living! A big congratulations goes out to Paula. In June, we fell to 89%. So, we expect that it will go up and down and up and down for a little longer, but eventually we'll get there. During the month of May, we had 5 new move-ins and one resident that transferred to Assisted Living, for a total of 160 residents. During the month of June, one resident transferred to Assisted Living, bringing the total down to 159. We are expecting 2 apartment and 1 cottage move-ins in August and 2 more cottage move-ins in September, which will bring in substantial revenue. Marketing has ramped up events in July by holding some lunches and resident teas.
- According to CMS (Center for Medicare Services), Cadbury at Lewes has been rated as a five-star community for quality. We provide quality care in our health care center, have an

outstanding resident to staff ratio and private rooms. Our ratio is set above the minimum standards. We were down to three stars at one point as a result of our annual survey, but we fixed some things and brought it back up to five stars. Our people work very hard.

Carol opened the floor for questions. Jim Bazzoli said he didn't receive any mulch for his cottage. Carol will follow-up with Chuck.

Vi Cribb asked for clarification about the Wellness hours. She thought it was open every other Friday. Carol will clarify.

Lois Nickerson asked how the new At Home program will benefit Cadbury at Lewes. Carol said it will enhance marketing in our area. She said At Home is not for everyone. She said it's for people that are very healthy and don't want to be part of a community. She said it will help us get our name out there.

One resident said that with Vic overseeing all five organizations, they feel like they're being ignored. Carol said that Vic looks to her to fill that position and that Vic has to pay attention to the big picture for Consulting, At Home and Cherry Hill too and that Senior Services oversees everything.

Another resident asked if Cadbury At Home members would have use of this facility. And, if so, do they have priority? The answer is yes, they would have use of the facility, but no, they would not have priority. Cadbury at Lewes residents would have first priority and Cadbury At Home members would follow.

Elsie Gould said that for 159 residents the physician is only available from 1:30 – 3:30 pm. Is that adequate medical coverage for a facility of this size? Carol said that we need to keep the occupancy above 90% in order to expand resources, but we will look into it. The residents would like a nurse practitioner or physician assistant here all the time.

Jim Bazzoli asked what if we don't have enough beds in Skilled. Our contract says that we would be placed in a comparable institution in the area. Carol said that this has not happened and that we can refuse other Medicare A residents. She said we carefully plan those things. We know who needs rehab and what level of care and needs there are. Diantha Pack asked if she had to have a 3 day stay before coming here. Carol replied that if you have a 3 night stay, Medicare will pay for the care. If you stay two nights before coming back to Cadbury's Skilled Unit, you will use Lifetime Days. Nancy Krail reminded residents that they need to tell Cadbury when you go to the hospital. Carol advised residents to pull the pull cord and let us know. Joan Ellis said that John stayed in the hospital while he was waiting for a bed here.

Lois Nickerson said that the plants around some of the cottages are drowning from rain and irrigation. She said the sprinklers were on every night. Carol will speak with Nelson to turn them off at night. Lois said that those set to 30 minutes could be cut back to 15 minutes.

Jane Lord asked what to do with yard clippings. She was told to put them in a plastic bag. Carol will talk to Chuck when he returns from vacation.

Anne Duffin asked if anyone knows where the East Wing ducks went. Fran Baker said they went to the West Wing pond.

Jim Bazzoli said that during the recent power outage there was no way for those in wheelchairs to get downstairs and that we should have auxiliary power for the elevator. Barb White said that at the last Safety Meeting Chuck advised that it was too expensive to have the elevator on generator power. He said if the outage had been for an extended period of time, we would have carried/moved the residents downstairs. He was in constant contact with Delaware Electric Coop and was assured it would be a short term outage.

Genevieve McGee complimented the staff working in the Skilled Unit. She was treated very well and others outside agree. Sharon Britton added that she wouldn't be here today if it wasn't for the care she received in the Skilled Unit. Carol thanked both residents for their kind words and said she would relay the compliment to staff at 24 hour report in the morning.

Don Burgess asked on behalf of Activities if we can do away with transportation changes for trips. Carol said we would look into it.

Carol thanked everyone for coming and said it looked like good weather for the cookout.

Barbara White, Recorder
7/8/13