

LeadingAge Colorado is the voice for senior living communities in the state of Colorado. Reach the **largest** and **only** association in Colorado representing the full spectrum of senior living and care providers through advertising on our biweekly enewsletter, *Connecting*, and with our biweekly Thought Leadership series.



## Membership includes

- Assisted Living Communities
- Life Plan Communities
- Home and Community-based Services (HCBS)
- Independent Living Senior Housing
- Nursing Homes
- Programs of All Inclusive Care for the Elderly (PACE)

## Target audience includes:

- C-suite professionals
- Executive directors
- Administrators
- Housing managers
- Directors of nursing
- Department heads

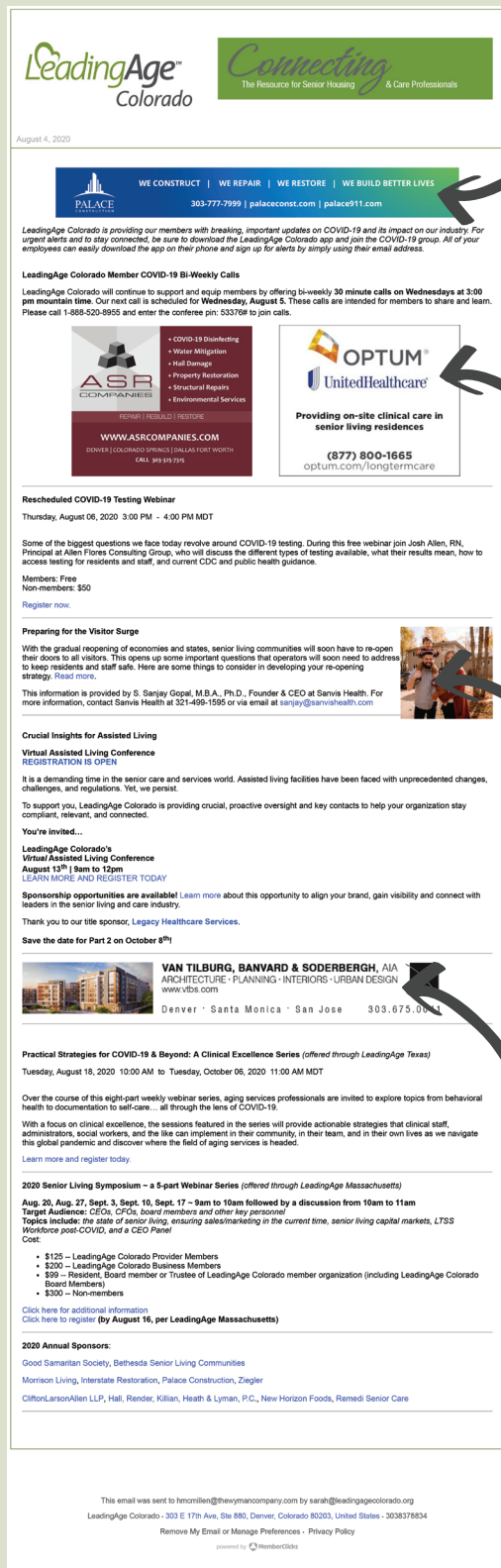
“LeadingAge Colorado is our No. 1 resource for senior living and care information, providing quality staff education programs and advocacy to help us navigate the changing world of senior services.

–Larry Lillo, Executive Director,  
Eastern Star Masonic Retirement Campus”



# eNewsletter Advertising

Connecting



## Headline Leaderboard:

- Exclusive, no rotation, top position (728 x 90)
- Guaranteed above-the-fold

**\$1,995 (annual)**

## Rectangle Banner Ads:

- One company per position; no rotation
- High visibility within content

**\$1,895 (annual)**

## Sponsored Content:

- Exclusive - one per issue
- Thought leadership opportunity
- Proofing assistance provided by Wyman; writing services available (\$375 fee)

**\$675 (month; two issues)**

## Leaderboard #2:

- Exclusive, no rotation (728 x 90)

**\$1,795.00 (annual)**

## Strong reach & readership

- Emailed biweekly to 650+ decision makers
- Legislative and regulatory updates
- Content based on member interests

The LeadingAge Colorado Thought Leadership Series presents an opportunity for suppliers to provide expertise to the LeadingAge Colorado membership. This series features articles that are informative in nature and include best practices for the elder care community.

The article is **distributed twice a month** to approximately **650+** senior living decision makers.

A submission to the **LeadingAge Colorado Thought Leadership Series** includes:


- 500 to 600-word article with a bio that includes your contact information.
- Two live-link banner ads within the article (can market two different things).
- Editing services provided at no cost. Writing services provided for a \$375 fee.

## Pricing: \$995

Maximum two monthly submissions per year per company.



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### Compliance & Ethics Programs: Is Yours Effective?

"...The facility shall... have in operation a compliance and ethics program that is effective in preventing and detecting criminal, civil, and administrative violations... and in promoting quality of care..."  
(Patient Protection and Affordable Care Act (2010)).

Section 6102 of the Patient Protection and Affordable Care Act shifted Compliance & Ethics Programs from voluntary to mandatory. While the deadline for these programs to be in effect was set to March 2013, CMS did not issue implementing regulations until October 2016 with the Mega Rule. These regulations gave SNFs until November 28, 2019, to have established and implemented an effective Compliance & Ethics Program in order to participate in Medicare and Medicaid programs. This can be found at [42 CFR 483.35](https://www.fda.gov/oc/2016/10/28/cms-mega-rule).

With the myriad of statutes, regulations, and case law affecting the operations of skilled nursing facilities, it is a monumental task to just be in compliance. Being able to demonstrate a proactive, coordinated, and effective Compliance & Ethics Program is an even more daunting task. You may have some, or perhaps all, of the pieces to the puzzle but do you have the whole picture? What does that picture look like? Are you actively monitoring and managing all of the areas of risk your organization faces?



**INTEGRITY**  
HEALTH CARE SYSTEMS

Compliance. Simplified.

Compliance & Ethics  
MDS & Clinical Reimbursement  
Life Safety & Environment

The OIG outlines key risk areas that it believes affect SNFs, including:

- Quality of Care and Residents' Rights
- Employee Screening
- Vendor Relationships
- Billing and Cost Reporting
- Record Keeping and Documentation

but there is a substantial amount of detail that must be taken into account within each of these areas.

The 7 essential elements for an Effective Compliance Program are:

- 1) Implementing written policies, procedures, and standards of conduct
- 2) Designating a compliance officer and compliance committee
- 3) Conducting effective training and education
- 4) Developing effective lines of communication
- 5) Enforcing standards through well-publicized disciplinary guidelines
- 6) Conducting internal monitoring and auditing
- 7) Responding promptly to detected offenses and developing corrective action

The most important element to determining whether or not your program is effective is auditing and monitoring. This is the only objective way to establish a baseline for your program, to determine your areas of risk, to track and trend performance, to identify opportunities for improvement, and to be able to effectively manage your program and organization.

Some of the key items to audit and monitor are:

- Adherence to screening processes of potential employees, vendors, and contractors
- Staff education and training
- MDS accuracy
- Pre-claims filing processes (Triple Check)
- Medicare and Medicaid overpayments and credit balances
- Staffing levels
- Readmission rates and quality measures
- Resident trust funds
- Compliance hotline calls
- Customer satisfaction

As a leader of your organization, you need to know that your various staff members are adhering to statutes, regulations, and standards of practice. In order to do so, you have to have objective information on your organization's performance. That is how you can measure and demonstrate that your Compliance & Ethics Program is effective.



**INTEGRITY**  
HEALTH CARE SYSTEMS

Your Solution to  
Compliance & Ethics

Program Development & Implementation  
Auditing & Monitoring  
Regulatory Support  
Staff and Board Training & Education

*\*This is not an opportunity to sell a specific product or service but to educate members and be viewed as a subject-matter expert.*