

CONNECTICUT CONTINUING CARE ADVISORY COMMITTEE
Masonicare at Ashlar Village, Wallingford, Connecticut
DRAFT Minutes of the Meeting
Friday, January 15, 2016

Attendance

Maureen Weaver presided (for Mag Morelli who could not attend) and the following members were present: Jonathan Fink, Richard Wysocki, Bill Thompson, Marjorie Sullivan, Jon-Paul Venoit and Dick Clarke.

The meeting was open to the public.

Not attending: Mag Morelli, Billie Alban, Jennifer Rannestad, Keith Robertson and Andrew Ness.

The meeting was called to order at 10:00 a.m.

Minutes

The minutes of the July 19, 2013 meeting were approved as submitted.

Commissioner's Comments

Representing the Department of Social Services, Rich Wysocki, Principal Cost Analyst, reported that the Commissioner recently announced that he will continue in his position as Commissioner; previous public announcements had indicated that he was being considered for a position in Kansas. Mr. Wysocki also indicated that this year's legislative session will be a short, four month session starting in early February. The Department will not submit any legislative proposals related to CCRCs in this session. He expects that the General Assembly will focus primarily on budget-related issues.

Discussion Regarding New Category Name for "CCRC" – "Life Plan Community"

The Committee viewed a video explaining the development of a new category name for "CCRC" that was developed through a partnership of various organizations, including LeadingAge (national association of which LeadingAge Connecticut is an affiliate). In addition, Ms. Weaver distributed a one-page fact sheet explaining the new name, the reasons for the name change and steps that can be taken to expand use of the new name. The Committee engaged in a spirited discussion about the new name, and attending members of the public, which included CCRC residents and one CCRC executive director, participated in the discussion. The Committee recognized the reason for considering the name change – to engage the cohort of older adults seeking services over the next decade or more and to provide for a more expansive and aspirational concept within the name. Provider members of the Committee indicated that they are actively marketing to this younger group of potential residents. They also commented that the category name "CCRC" or "Life Plan Community" is not

used widely in their marketing and individual discussions with prospective residents, because their focus is on describing the specific services that they provide within their communities. Some Committee members (and commenting members of the public) noted that the name sounds insurance-related, or connotes estate planning and therefore could be confusing to the consumer. The Committee noted that considerable education will be required in order for the new name to take hold. Rich Wysocki indicated that it would be premature for the Department to make any statutory changes based on the new name and that the Department has no plans to make such changes.

New Business

Dick Clark reported that Stone Ridge had announced to residents that it would be undergoing a change of ownership and that residents had received notice of the ownership change. It was noted that Watermark recently provided notice of a real estate change of ownership for its two CCRCs, Watermark at 3030 Park and Watermark at East Hill.

Rich Wysocki indicated that he had received no comments or questions since the last meeting about the new bill of rights. It was noted that at October's national LeadingAge conference in Boston, Connecticut's recent bill of rights legislation was cited as an example of effective collaboration between providers and resident groups.

Audience Comments

Members of the public were provided the opportunity to comment.

Next Meeting

The next meeting of the Committee will take place at Masonicare at Ashlar Village in Wallingford, Connecticut on May 20, 2016.

Adjournment

The meeting was adjourned at 11:00 a.m.