

SENIOR *Life* CENTER

"Nobody grows old by merely living a number of years. People grow old only by deserting their ideals. Years wrinkle the face, But to give up enthusiasm wrinkles the soul. "

On behalf of St. Bernards Healthcare, it is our pleasure to respond to the Request for Proposals for Provide Aging Services in Craighead and Poinsett Counties. In our state today, we face two fundamental choices in the provision of services for our aging population. The first is to try and maintain the status quo by focusing on traditional programming and funding in order to at least keep up with the current level of need. The second choice is to embrace opportunities for change in service provision and programming. Albert Einstein said "We shall require a substantially new manner of thinking if mankind is to survive." If our senior centers are to survive, Arkansans must not focus merely on the status quo, but instead, look within ourselves, our communities, and our own organizations to embrace the abundance of resources available and to create a place for seniors--full of life and activity.

In the following pages, we will provide a proposal for what we are calling "Senior Life Centers." At our centers, we hope that individuals will find more than a meal, card game, and transportation. It is our goal to create a local setting where seniors can receive social support, health education, physical activity, and care-giving. Places where they are not merely dependent on other people, but, through our assistance, are able to care for themselves, find companionship, and continue the pursuit of an active, meaningful life.

Management Proposal

Organization Name: St. Bernards Medical Center
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Jonesboro, AR 72401

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Federal ID Number: 71-0290019

Organization Type: Private, not-for-profit

Minority Organization: No

Date Organization
Established: September 30, 1928

Primary function: St. Bernards Healthcare is an integrated care organization that provides a wide range of primary, secondary, and tertiary healthcare services. Health services are provided through St. Bernards Medical Center, a 375 bed acute care hospital serving as a referral center for Northeast Arkansas and Southeast Missouri; the Ben E. Owens Cancer Treatment Center; the Heartcare Center; St. Bernards Behavioral Health; Women's Diagnostic Center; Pain Center; Sleep Disorders Center, and expanding Senior Services Program.

Federal and state programs organization has experience operating:

Medicare, Medicaid, and Elder's Choice

Programs for the elderly, which the organization has prior experience operating:

Adult Day Care	2 Years
Home Health	18 Years
Hospice	11 Years
Life Line	7 Years
Frozen Meals	4 Years
Residential Care	3 Years
Congregate Living	3 Years
Center on Aging	1 Years

List and briefly specific fundraising events/efforts regularly conducted.

As a sister corporation to St. Bernards Healthcare, the St. Bernards Development Foundation is responsible for all fundraising activities conducted. As a philanthropic 501(c)(3) organization, the Foundation is set up specifically to receive gifts and to insure that proper acknowledgements and IRS reporting are taken care. A fund will be established for donations made to Senior Life Centers. In addition, each center will engage in small fundraisers. These activities will be diverse in their offerings and will reflect the unique personality of each center. Funds raised will be managed by the Foundation, re-invested in the services of that specific location.

Describe the recruitment and use of volunteers in the aging program:

One of the best aspects of being a senior is that you have more time to do the things that you always wanted to do. Our centers will foster an atmosphere where volunteerism is encouraged. We want the volunteer program to be more than sharing time, but instead an opportunity to receive personal dividends, such as learning new skills, making new friends, and developing new interest. Our goal is to help seniors realize that their life's experiences are important.

To find new volunteers, the site manager, at each center, will make announcements through various media (e.g. church bulletins, newspaper, community newsletters). Our volunteers will be vital to the success of our program. They will be included in all staff training and orientation. They will provide leadership in such areas as leading activities, cleanup, driving vans, and preparing and delivering meals. The activities coordinator will also work with volunteers to assess areas in which they would like to expand their job duties.

Once a year, we will recognize the hard work of our volunteers through an activity (such as a banquet) planned and hosted by the center clients. This will again, provide a unique opportunity to showcase the unique personality of each Senior Life Center.

List Facilities that do not comply with Section 504 of the Rehabilitation Act

All facilities comply

Technical Proposal

Organization: St. Bernards Senior Life Center

Geographic Area: Craighead and Poinsett Counties

Sources for Funding/Service Combinations proposed:

Title IIIB, CFDA #93.044

Adult Day Care

Socialization

Transportation

Title IIIC1, CFDA #93.045

Congregate Meals

Title IIIC2, CFDA #93.045

Home Delivered Meals

Cigarette Tax Funds

Home Delivered Meals

Social Services Block Grant, CFDA #93.667

Congregate Meals

Home Delivered Meals

Socialization

Transportation

USDA, CFDA #10.570

Congregate Meals

Home Delivered Meals

State Senior Center General Revenue

Congregate Meals

Home Delivered Meals

Transportation

Proposal Taskforce

To prepare a proposal to submit to the East Arkansas Area Agency on Aging for the provision of Senior Center Services. St. Bernards assembled a taskforce comprised of individuals throughout the organization. These individuals are:

Kevin Hodges, Vice President for Senior Services
Hayden Morrison, Grants Officer
Deana Domino, Accounting
Brian Rega, Director of St. Bernards Village
Becky McDaniel, Director of St. Bernards Day Place (Adult Day Care)
Beverly Parker, Director of Senior Health Clinic
Christy Appleton, Director of Volunteer Services
Stacy Thompson, Employment Coordinator
Andrew Chumley, Assistant to the President

By utilizing a multidisciplinary taskforce of individuals at all levels of the organization, we were able to utilize the unique talents found within a well-established healthcare organization to present a compelling and balanced proposal.

Describe the methods you will use to give preference to older individuals with the greatest economic or social need, with particular attention to low-income minority individuals, and older individuals with limited English-speaking ability, and older individuals with Alzheimer's disease or related disorders.

We will treat each client as an individual with individual needs. To provide this, we will assess each person upon entering the Senior Life Center Program. We want to provide services to all, but we realize that funding may limit the number of clients we are able to serve. Upon becoming a client of the center, the site manager will make an assessment. In the event that capacity has been reached in terms of any of the services provided, those individuals with the greatest need will be given priority. This includes income level, health condition, and personal impairments such as hearing and sight. Attention to cultural needs such as race and language will also be taken in to consideration. In the event that a waiting list is utilized, a five-point priority system (five being the most need) will be utilized. St. Bernards' resources, such as, Social Workers, language interpreters, and TDD equipment will be made available.

Specify how you plan to ensure services are provided to low income and minority participants in at least the proportion they exist in the service area.

It is very important that all seniors feel welcome at our centers, and that they feel free to utilize the services provided. Special attention will be made to ensure that employees, volunteers, and board members represent a cross section of the population to be served. Each center will strive to be a demographic mirror of the communities where they are located. This makeup in administrative structure will ensure that all clients feel equally represented in their center. Center managers will make quarterly reports to the Director of Senior Life Centers on issues that may be preventing utilization, and supply possible intervention strategies.

List the activities and programs planned for each senior center location. Whether daily, 3 or more times, sporadically.

As required by the RFP we will be providing, at a minimum, the requirements for Congregate and Home Delivered Meals, Socialization, and Transportation. However, St. Bernards strives for excellence in Senior Services. In order to expand upon minimal offerings, we will utilize the following model:

Games and Game Tournaments -- Clients will be able to continue traditional games such as Dominos and SkipBo.
Painting and other Art -- We will seek community volunteers to offer painting or other types of art classes for clients.
Music Therapy -- Utilizing music lessons, and listening sessions, we will provide the opportunity for clients to explore their musical talents while interacting with one another.
Cultural Opportunities -- Trips to such places as the Memphis Botanical Gardens, Branson, Orpheum Theater trips, movies, etc.
Computer Classes -- Many of the older clients have family that could communicate with them via the internet. We will utilize personnel from St. Bernards to teach clients how to use the computer and the internet. In addition, each center will be provided a computer for daily use by clients.
Community Volunteering -- Everyone likes to feel needed. Through opportunities with various community organizations, we will help place senior volunteers in the communities. A good example would be the St. Bernards Auxiliary program.

Intergenerational Day Care -- This is a concept we would like to explore with our adult daycare. Here we would provide interaction between young and old.

Diabetes Education -- Utilizing the St. Bernards Diabetes Education Program, we will offer workshops on living with diabetes.

Nutrition -- Eating well is an important part of remaining healthy. We will offer classes on proper nutrition for senior citizens.

Health Screenings -- Offer periodic health screenings in the centers. This will provide a local connection with health providers.

Geriatricians -- Working through the St. Bernards Senior Health Clinic, provide local interaction between the geriatrician and other professionals such as Advanced Practice Nurses and the clients.

Center on Aging Northeast -- The Center on Aging will provide outreach such as education and be available to refer seniors for appropriate social services.

55Plus -- An exercise program designed by St. Bernards for individual 55 years of age and older.

Senior Games -- Work with our seniors to involve as many people as possible in this worthwhile activity.

Dances and Monty Dance Classes -- Organize dance classes and then allow the clients to show their talents at weekly dances.

Daily Physical Fitness -- Recruit local volunteers to lead clients in daily physical fitness sessions. This might include activities both inside and outside the center.

For a more in-depth look at activities, please see sample monthly activity schedule. This is included as part of the attachments to this section.

St. Bernards will offer the use of St. Bernards DayPlace as an in-kind contribution to this program. We want to make this program available as a service to the community, totally separate from the operation of the Senior Life Centers.

The St. Bernards DayPlace curriculum is designed to maximize each participant's own abilities and level of independence. We can accommodate those individuals with physical or mental disabilities due to our specially trained and licensed healthcare professionals. There will be one caregiver for every four adults to ensure that every person receives proper attention.

Describe client outreach methods to be used by your program

It is important that every senior who wishes to have the opportunity to participate in the activities of the Senior Life Center know that they are welcome and have access to a calendar of events and times of operation. The Director of Senior Life Centers will work with physicians' offices, churches, community organizations, the East Arkansas Area Agency on Aging, and other groups to be determined, which will disseminate information. St. Bernards also has an active Marketing Department that maintains a presence in all media formats throughout Northeast Arkansas. This department will be utilized to increase publicity for the centers. Each center will have a monthly newsletter, produced by the clients, with articles of interest and a calendar of event. Also, working in conjunction with the Senior Services Division and the Center on Aging, St. Bernards will publish a directory of services for Senior Citizens. This will be a comprehensive guide, produced once a year both in print and on the Internet.

Describe how your agency assesses the need for services in your service area.

St. Bernards Healthcare has just completed a comprehensive assessment focused on the elderly population in fifteen Northeast Arkansas counties. Utilizing this information, our Director of Senior Life Centers, along with staff, will be able to examine current offerings and make suggestions for tailored, senior-based programming. This assessment can also be utilized as a benchmark for gauging success and identifying opportunities for improvement. St. Bernards is also working through three rural hospitals to establish a rural health network. As part of these planning activities community coalitions will be built in each county. These coalitions can assist in making recommendations. Also, as we do with all of our programs at St. Bernards, we will be implementing the latest best practice models.

Describe how you will inform participants of your organizations grievance procedures.

Senior Centers will utilize a modified grievance procedure currently in place at St. Bernards. The procedure will be contained in the facilities Communication Manual as required by The Joint Commission on the Accreditation of Healthcare Organizations. This is open for all employees and clients. The Communication Manual will also contain the operating policies and procedures for the centers. See actual procedure in attachments.

Describe your client contribution procedures.

At each center, a contribution box will be placed in a convenient place--away from the sign in station. This will protect the privacy of the client. Homebound

clients will be given a contribution envelope to be collected by a center employee when delivering the daily meal. At the end of each day, two people will count the contributions and record the total on a Senior Center Daily Contribution form. Both individuals will sign this form and place it and the money in a locked deposit bag to be delivered by the bulk food driver to the Senior Life Centers Director in Jonesboro.

Describe how your food service operation will be operated as it relates to central or site kitchens.

The St. Bernards Senior Life Centers food service operation will prepare hot meals for clients in Jonesboro and for delivery to sites at surrounding centers. A full-service commercial kitchen will be used to prepare nutritious meals at 1/3 of the Recommended Dietary Allowance (RDA). Menus will contain a five-week rotation and will be approved by the state's DAAS Nutritionist. Foods will be selected based upon Arkansas eating customs and those recommended by clients. If there is something special they would like to see prepared, we will do our best to accommodate their wishes. All food and supplies will be purchased utilizing the buying power of St. Bernards and the Volunteer Hospitals of America.

At the centers, our staff will create a dining experience that is comfortable and warm. This should be a time of good food and fellowship. Their tables will have appropriate place settings and centerpieces. Employees will deliver bulk food to the seven sites using containers that will maintain the proper food temperature. Temperature will be taken both at departure and arrival. The pans will be taken into the facility and placed into a Sterno heated frame. Temperature will be brought back to 140 degrees or above before served to clients. Cold food will be delivered at 40 degrees or below. Aides will unload food for their center and serve to clients at mealtime. Homebound clients will have meals delivered to their homes in sturdy, airtight containers. Safe temperatures will be monitored and logged periodically for inspection by the Food Service Manager.

Staff of St. Bernards Senior Life Kitchen will be required to frequently attend in-services pertaining to sanitation and safety. Department orientation will contain familiarity with the kitchen and continue with policies and procedures for the department. Every employee will be trained about proper cleanliness, uniforms, hand washing, lifting, correct portion sizes, gloving, and food temperatures.

Describe in some detail the home-delivered meals packaging and delivery. State if hot or frozen meals and what percentage of each.

Food will be delivered from the Central Kitchen to each of the seven sites. Here food will be kept warm as described in the above section. Staff will then transfer individual portions into airtight containers that will maintain the proper

temperature. Hot and cold items will be packaged separately. Each individual container will be loaded into a carrier for delivery by a center worker or volunteer. Home delivered meal clients will receive their daily meal, disposable utensils, salt and pepper. We anticipate that 95% of the meals delivered within the incorporated limits of each community to be hot. Frozen meals will be made available in the case of inclement weather, center closure, or other circumstances that would make home delivered, hot meals unavailable.

Describe any other subcontracts for services. Attach to this page a copy of the subcontract and describe the awards process.

There are no subcontracts for food services.